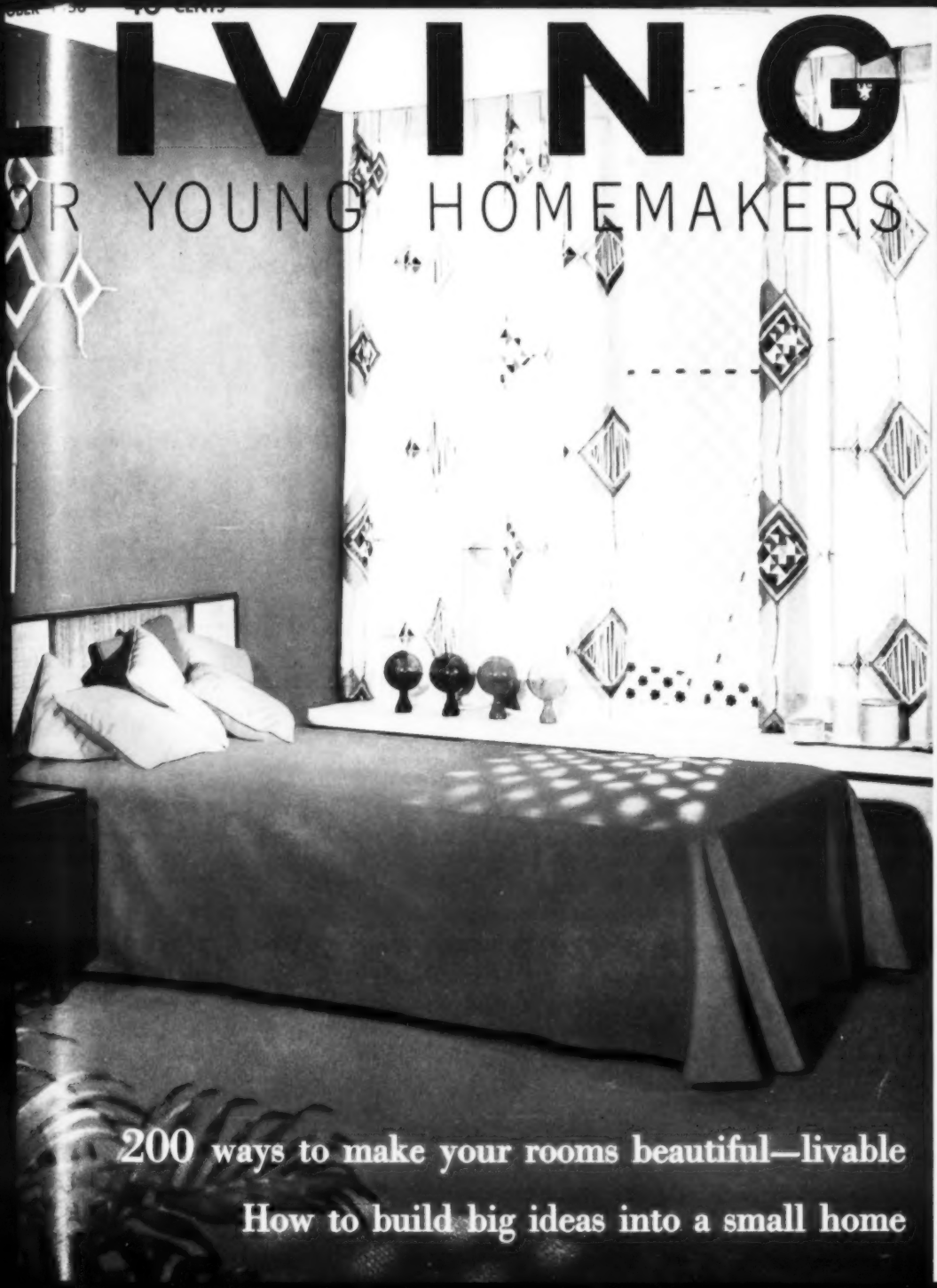
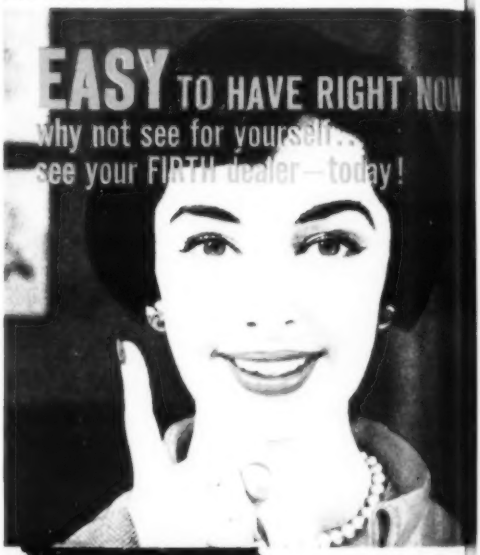
LIVING

FOR YOUNG HOMEMAKERS



200 ways to make your rooms beautiful—livable

How to build big ideas into a small home



RUSTIC CORDUROY, 1027W, LINEN BEIGE

TO MAKE IT EVEN EASIER...

most Authorized Firth dealers offer you carpet plus *padding,* plus *wall-to-wall installation all at one low price. And if you've an old carpet, ask your dealer if you can trade it in. It may score as the first payment on your beautiful new Firth carpet! Remember, too — your dealer will bring samples to you, if you prefer the ease of shopping at home. And don't forget the easy way to pay — on low monthly terms.*

To make choosing carpet easier, we'll send you an actual sample swatch of any one carpet shown (see coupon).

Send 10c for a colorful, illustrated booklet describing Firth's exciting new carpets — plus sample swatch of

Firth Carpet Co., 295 Fifth Ave., Dept. 21, New York 16, N.Y.

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Available at fine stores throughout the U. S. and Canada

ALGIERS, 4410W, BLACK GARNET
HIGHLAND STRIFE, 6910W, SPRING MEADOW GREEN
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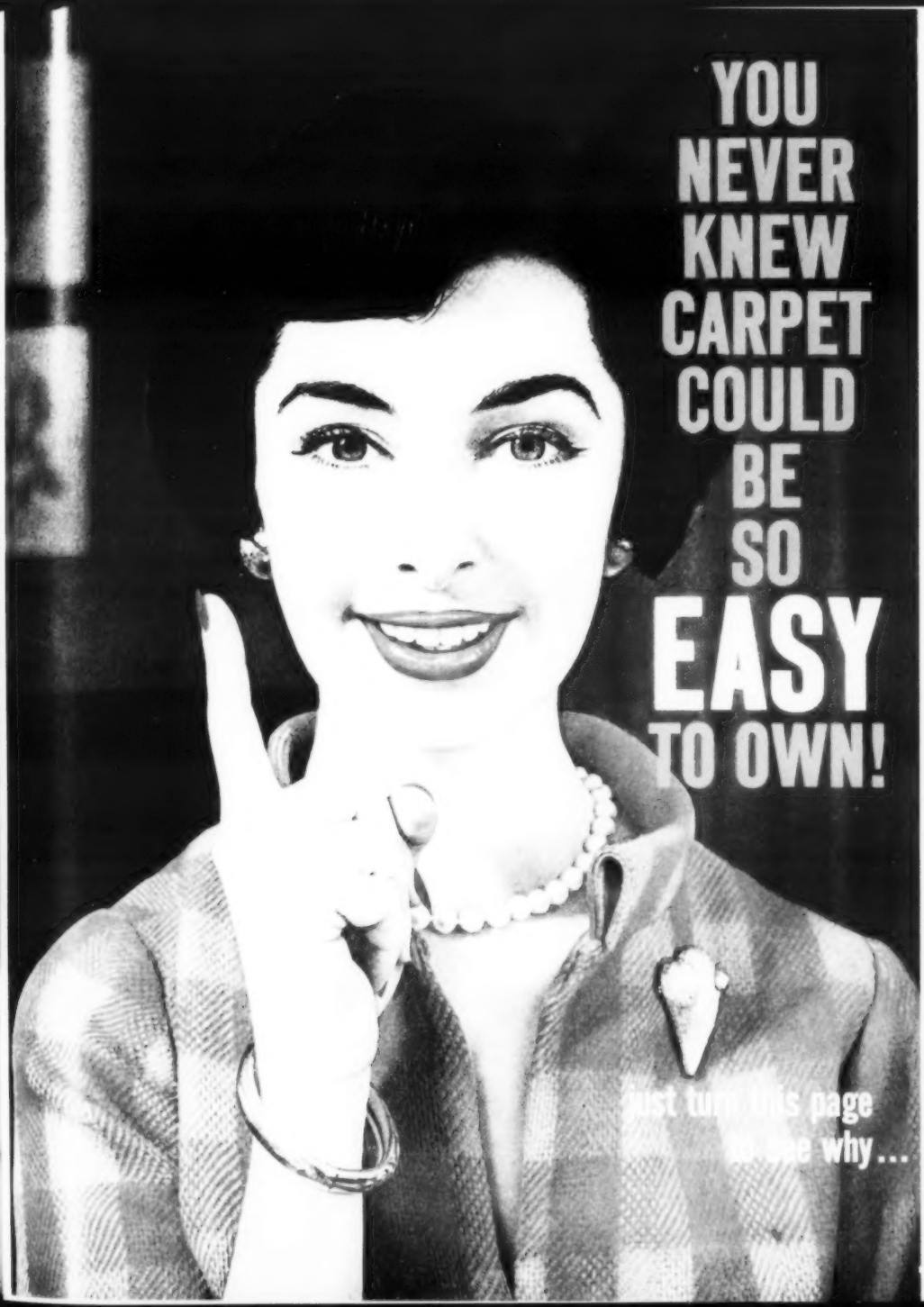
YOU NEVER KNEW CARPET COULD BE SO EASY TO OWN!
why...

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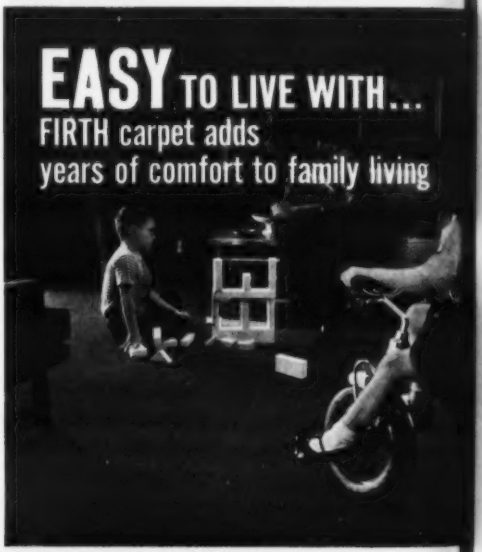

KNOTTED FOLKWEAVE, 1802AC, HUDSON RIVER BLUE

FIRTH MAKES CARPET SO EASY TO OW

buying's never been so simple! carpet's never been so wonde

SEE AMAZING FIRTH ACRILAN*!

Its fresh, clear colors stay beautiful
Its long-wearing qualities are built-in
It resists soil and stain, requires so little care
It's mothproof and mildew-proof
It's the most resilient carpet fiber

. . . SEE WONDERFUL FIRTH WOOL!

Its deep, thick pile is naturally springy
Its rich, dense textures are so luxurious
It comes in many exciting colors and we
It's simple to care for, easy to keep clean
Its long wear means extra value

WITH BOTH FIRTH ACRILAN AND FIRTH WOOL...YOU'LL BE SURPRISED AT THE THRIFTI

Why is it that the careers of so many men in business start off with a bang and end up with a whimper? What explains the gap between promise and performance?

There are, of course, many reasons—but seven stand out as the most common, the most deadly:

7 deadly reasons why so many business careers slow down so soon!

1 THE ILLUSION OF SUCCESS
Men are often lulled into complacency by routine promotions and small salary increases.

2 INCOMPLETE KNOWLEDGE OF BUSINESS METHODS
A successful executive must be familiar with every dept. of business – Marketing, Accounting, Production and Finance.

3 LACK OF SELF-CONFIDENCE
No man ever reaches the top unless he feels that he belongs there.

4 FEAR OF MAKING DECISIONS
It's impossible for anybody to attain success on a large scale until he learns the art of decision making.

5 INABILITY TO HANDLE MEN
Men who aren't able to lead others obviously can't go very far in business.

6 ABSORPTION WITH DETAILS
A man unable to delegate routine work allows himself to become bogged down by details.

7 LACK OF DEFINITE GOAL AND PROGRAM
Unless a man sets a definite goal for himself, he'll waste the most productive years of his business life.

FREE . . . "FORGING AHEAD IN BUSINESS"

If *you* want to avoid the thorny barriers to success—if you're ambitious, *determined* to move up fast—send today for the Institute's 48-page descriptive booklet, "Forging Ahead in Business."

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There's no charge for "Forging Ahead in Business." And no obligation . . . other than the obligation to read it thoughtfully, and decide for yourself whether the training it describes is meant for you. To obtain your complimentary copy, simply fill out and return the coupon. It will be mailed to you promptly.

Modern Business

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Please mail me, without cost or obligation, your 48-page book, "Forging Ahead in Business."

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All fabrics by Cohama: Left to right: "Alhambra" in Acetate and Rayon, #5622 in Rayon and silk, "Caliph" in Rayon and Acetate, "Ombre Stripe" in Rayon and cotton. Below #1873 in Rayon and Acetate

FACING EAST...NEW AUTUMN GOLD TONES IN RAYON

New and ancient color gamut: rich golds melting through burnished bronzes and into brilliant yellows. Their special glow derives from Rayon, increasingly America's first choice in fabrics at home. For color comes to life in Rayon, the fiber that echoes the essence of any tone, creates the major texture interest, too. Look for the Eastern influence and all the news in glorious Rayon fabrics. At these fine stores, B. Altman & Co., New York; L. S. Ayres, Indianapolis; Frederick & Nelson, Seattle; Z.C.M.I., Salt Lake City; Barker Bros., Los Angeles; Dayton Co., Minneapolis; and others.

AMERICAN RAYON INSTITUTE, INC. *350 Fifth Avenue, New York 1, N. Y.*

Draperies by Goldenheim, from the Celanese New World of Ideas *collection. Rug by Cabin Crafts. Headboard and chest from the* Format *group by Morganton. Breinig Brothers paint. Cover photography by Ernest Silva*

OCTOBER 1958 **40 CENTS**

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FOR YOUNG HOMEMAKERS

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the YOUNGEST SET

Halloween's special appeal is to the imagination of *The Youngest Set*, but their elders, too, face a challenge to inventiveness. Parents can brighten the festivities with new ideas to charm the wariest of hobgoblins.

BURT OWEN

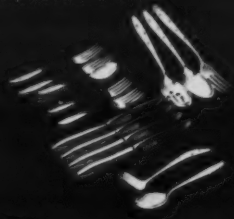
On Halloween eve, the natural bedtime story would be a supernatural tale to acquaint the unfamiliar with the ways of ghosts and goblins, who are confined within the pages of books until October 31st arrives to free them. Cotton flannelette pajamas and nightgown by Freitag Manufacturing Co., $2.98 each. Owl and witch from Party Decoration Kit by the Beistle Co., $3.00

[Continued on page 28]

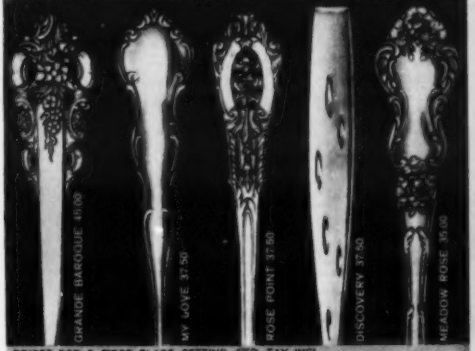
holiday specials in new
DAWN STAR
for a limited time only!

3-Piece Place-Setting specially priced, $12.95
...knife, fork, and teaspoon beautifully gift-packaged.

21-Piece Starter Set, $125 value, only $99.95
4 four-piece place-settings
5 important serving pieces: table serving spoon, vegetable serving spoon, gravy ladle, cold meat fork, sugar spoon.
Plus a tarnish-proof drawer liner.



Dawn Star,
in complete six-piece place-setting only $24.95
See Dawn Star and all other Wallace patterns at fine jewelry and department stores today.



PRICES FOR 6-PIECE PLACE-SETTING, FED. TAX INCL.

WALLACE STERLING

WALLACE SILVERSMITHS AT WALLINGFORD, CONNECTICUT...SINCE 1835

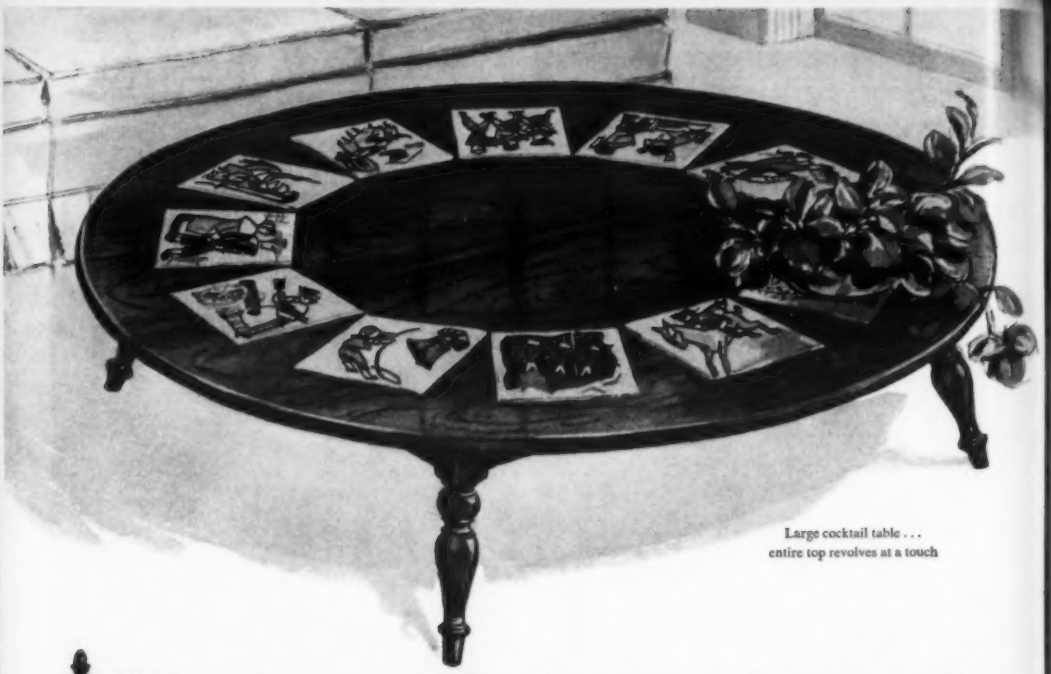
Introducing **DAWN STAR**

A beautiful, basic three-piece place-setting is yours for only $12.95
How rare to find a pattern like this...so fresh, so delicate, so modestly priced for heavy sterling! It's a superb gift!

WALLACE STERLING

STERLING IS FOR NOW...AND FOR YOU

DAWN STAR THREE-PIECE PLACE-SETTING 12.95. FED. TAX INCL.



Large cocktail table . . .
entire top revolves at a touch

What does your furniture say about you?

Combination letter-rack and planter

Two-tier step table

Drop-leaf sewing-basket table
. . . drawer has fittings
for spools and supplies

Party-size cocktail table

Does it speak as beautifully as "American Patriot"... the new tile-inlaid table group by Lane?

Just think for a moment about room settings you've loved for their charm and originality . . . and you'll find the exciting difference between just furnishing—*and decorating*—lies in accent pieces like the new "American Patriot" group by Lane. Here are unusual conversation-piece accents that lift your room out of the commonplace. Each is gleaming native Cherry in authentic colonial design, inlaid with colourful ceramic tiles depicting the great events of early American history. Ask your Lane dealer to show you the many styles in the entire enchanting collection. Easy terms at most stores.

The Columbus Tile-
one of 12 historical su

The Lane Company, Inc.,
Altavista, Virginia.
In Canada;
Knechtel Furniture, Ltd.
Hanover, Ontario.

LANE

OCCASIONAL TABLES AND CEDAR CHES
BEDROOM AND DINING ROOM FURNITU

Look for this royal blue label—only AIRFOAM cushioned furniture can proudly wear it.

It's BETTER than beautiful—It has AIRFOAM Inside!

When "to see it is to want it"—do this wise thing before you buy:

Make sure the furniture of your choice is cushioned with AIRFOAM!

That's a promise of lasting good looks, continuing comfort, minimum care and repair—and this final priceless assurance:

AIRFOAM *is the choice of furniture designers and manufacturers of highest repute—it is part and parcel of the finest styling and structure.*

So—before you buy, ask "WHAT'S INSIDE?"—or look for the AIRFOAM label which reveals the *inside story.*

Goodyear, Foam Products Division, Akron 16, Ohio.

Get that AIRFOAM feeling! Revel in the luxurious resiliency you find in no other cushioning. Enjoy extra years of new appearance, superlative comfort and easy care. AIRFOAM is finest quality latex and billions of bubbles of fresh air. And it's molded—tailored to the furniture—nothing to sag, snag, break down or come apart!

Upholstered furniture by National Furniture Manufacturing Co., Inc., Evansville, Ind.

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MADE ONLY BY

GOODYEAR

THE WORLD'S FINEST, MOST MODERN CUSHIONING

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

Elegance

IN FINE DINNER CHINA BY

Flintridge

Made in America to suit your American taste!—creating a new standard of elegance in fine china dinnerware! Available at good stores everywhere, FLINTRIDGE CHINA is in every way a most admired and distinguished dinnerware to ever bear the name of *true fine china!* . . . with added assurance that it is delightfully appealing, durable, and dishwasher safe. "If it's fine, it's Flintridge! Write for free folders in color, or send 50c for illustrated "Finesse in Fine Dining in Five Easy Lessons." Dept. LL-58.

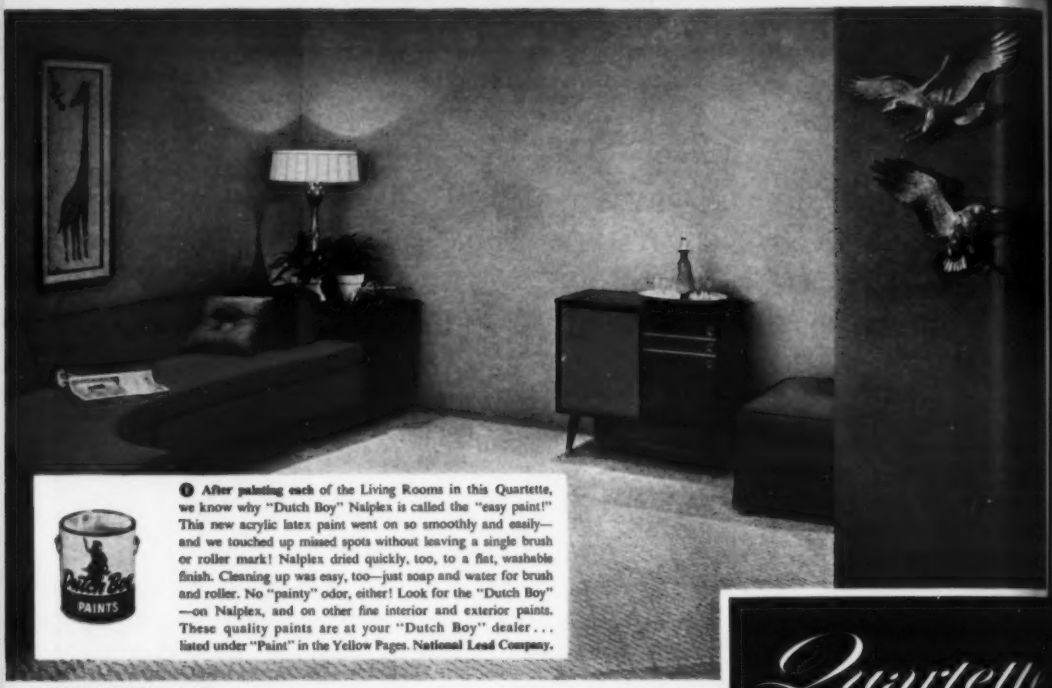
Flintridge China Co., 350-380 SOUTH RAYMOND AVENUE, PASADENA, CALIFORNIA

Gown by Bergdorf. Fabric by Thai-Ron.

This beautiful contemporary furniture by American of Martinsville was made for you. Only wide acceptance of American's design and craftsmanship could bring you such quality—at such reasonable prices. Your choice of many exquisite groups . . . graciously coordinated for bedroom, dining room and living room. All so lovely to live with, yet so easy to own. The dresser illustrated is hand-rubbed walnut. A smart modern piece which reflects the soft magic of the Far East. One of many from our Legacy collection . . . about $200. Or ask your dealer to show you other exclusive designs created for American by Merton L. Gershun.

AMERICAN OF MARTINSVILLE

AMERICAN FURNITURE COMPANY, INC. • MARTINSVILLE, VIRGINIA



After painting each of the Living Rooms in this Quartette, we know why "Dutch Boy" Nalplex is called the "easy paint!" This new acrylic latex paint went on so smoothly and easily—and we touched up missed spots without leaving a single brush or roller mark! Nalplex dried quickly, too, to a flat, washable finish. Cleaning up was easy, too—just soap and water for brush and roller. No "painty" odor, either! Look for the "Dutch Boy"—on Nalplex, and on other fine interior and exterior paints. These quality paints are at your "Dutch Boy" dealer . . . listed under "Paint" in the Yellow Pages. **National Lead Company.**

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Quartette

70TH IN A SERIES OF ADVERTISEM

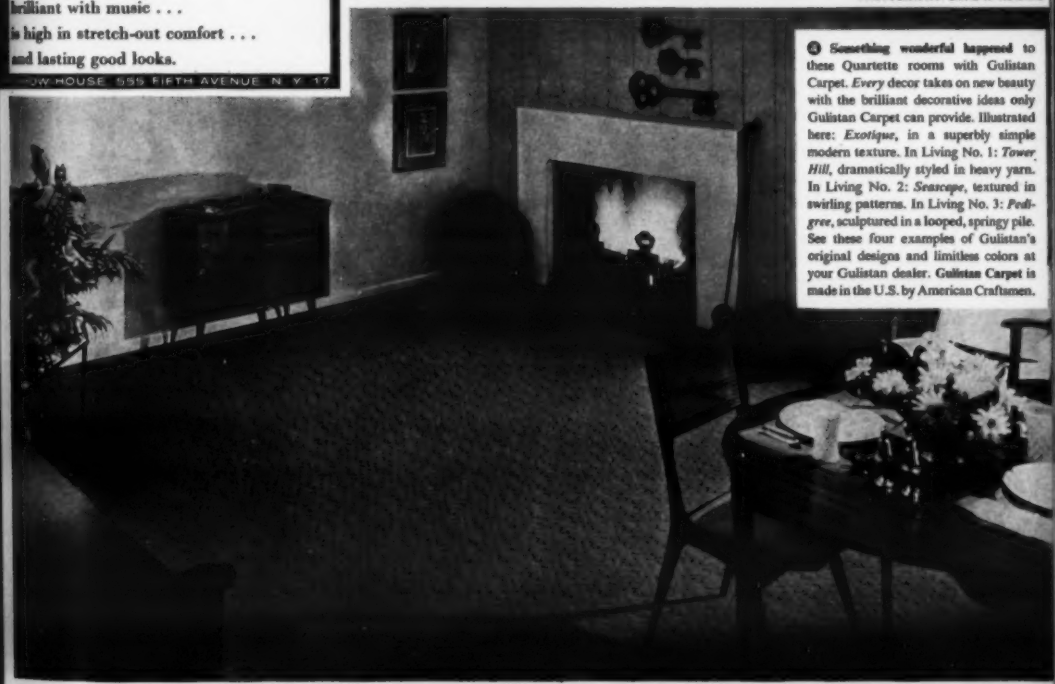
Our first test for furniture is "Does it work?" The pieces that adorn these pages do: fabrics are durable . . . upholstery is sound . . . joinery is workmanlike. Our *second* test is "Has it long-lived beauty?" Again they pass with gay and flying colors! We picked them all from the extensive showrooms of Samson-McCann, a firm which has long served dealers and decorators the country over. If you'd like to know more about these pieces, write Samson-McCann, 31 W. 57th St., New York 19, N. Y. **Samson-McCann.**

3 Look at this! Now your High Fidelity phonograph can fit your room as the records you play fit your musical taste. Stromberg-Carlson's "*Mardi Gras*" has a door that's removable and reversible. One side matches hardwood cabinet; contrasting color on the other. And on the contrasting side you can paint, paper, stipple or, as the photo shows, cover with decorative fabric. Ask your dealer to demonstrate the superb sound quality of this instrument, *wired for Stereo*, from only $199.95 in mahogany. Write Stromberg-Carlson, 1400 N. Goodman St., Rochester 3, N. Y. for full-color, free literature. **Stromberg-Carlson Co.**

PHOTOGRAPHY: DAVID A. HOWARD

This QUARTETTE of Living Rooms . . .
each soft with carpet . . .
painted in livable colors . . .
brilliant with music . . .
is high in stretch-out comfort . . .
and lasting good looks.

—OW HOUSE 555 FIFTH AVENUE N. Y. 17



4 Something wonderful happened to these Quartette rooms with Gulistan Carpet. *Every* decor takes on new beauty with the brilliant decorative ideas only Gulistan Carpet can provide. Illustrated here: *Exotique*, in a superbly simple modern texture. In Living No. 1: *Tower Hill*, dramatically styled in heavy yarn. In Living No. 2: *Seascape*, textured in swirling patterns. In Living No. 3: *Pedigree*, sculptured in a looped, springy pile. See these four examples of Gulistan's original designs and limitless colors at your Gulistan dealer. **Gulistan Carpet** is made in the U.S. by American Craftsmen.

PICNIC ACCESSORIES BY ABERCROMBIE & FITCH

PREVIEW OF A DREAM COME TRUE

Picnics feed the imagination, too!

If you've made Gorham sterling one of the "must" investments for your someday home, take it on a picnic. Let it stimulate your dreaming and help you plan your future. Gorham is synonymous with the very finest in sterling. There are more Gorham patterns to choose from than by any other silvermaker—and each superbly captures the mood of a particular kind of living.
A 6-piece place-setting of Gorham can be had for as little as $29.75.*
Budget plans available at most jewelry and department stores.

Gorham STERLING

AMERICA'S LEADING SILVERSMITHS SINCE 1

*PRICES INCLUDE FEDERAL TAX—SUBJECT TO CHANGE WITHOUT NOTICE. 6-PC. SETTING CONSISTS OF KNIFE, FORK, SPOON, SOUP SPOON, SALAD FORK

THE NEW SEA ROSE
BY GORHAM
The new American look in sterling
—inspired by wild and romantic
blossoms that color our shores.
6-piece place-setting—$38.75.*

A PIECE OFF YOUR MIND

A SCORE TO SETTLE

Dear Sir:
I would like to add a task to the check list in *What Is Your Husband's H.Q? (Helpfulness Quotient)* in the August, 1958 issue.

Does he get his own breakfast and let you sleep?

If the answer is yes, forget the rest of the list. Just enjoy that luxury and do not keep score!

Mrs. Paul Laffin
Hingham, Mass.

READER REACTION

Dear Editor:
The July, 1958 issue is crammed with useful and enlightening articles and the decorating theme is where it should be—for couples struggling through their first fifteen years of marriage with babies, children, and many payments.

We've been married for almost eleven years, have three children and another on the way, so we will be dealing with the younger set and putting off those special pieces of furniture for still a few years to come.

I would like to direct a comment to one of your readers whose letter was published in *A Piece Off Your Mind* in the July, 1958 issue. She says they cannot spend any money, and she is not smart, and her husband is not the do-it-yourself type. I can understand

[Continued on page 18]

Built-in beauty of
Western Pine Region woods
charming and economical

You will find this charming corner of built-ins handy for entertaining, arranging flowers, or as an attractive showcase for your hobby or collection. It is built of straight-grained, soft-textured Western Pine Region woods to reflect a most discriminating taste at a reasonable cost.

In traditional or contemporary settings, in knotty or clear grades, Western Pine Region woods lend dignity to your entire home. They are accurately dried and seasoned, and can be painted or stained in many graceful, *lasting* finishes. Western Pine Region woods are easy to clean . . . just wipe them with a damp cloth.

If you are remodeling or building you can enjoy the distinction and enduring, *natural* beauty of Western Pine Region woods. Your lumber dealer will give you full details and a free estimate.

FREE! "FRIENDLY HOME IDEAS"—85 photographs, many in color, feature traditional and contemporary ideas for building, decorating and remodeling with Western Pine Region woods. Write for your copy to WESTERN PINE ASSOCIATION, Dept. 317-A, Yeon Bldg., Portland 4, Ore.

WPA

Western Pine Association
member mills manufacture these woods to high standards of seasoning, grading and measurement
Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce

TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW

Your hallmark of quality for a lifetime of gracious living

CORRELATED *Colonial* IN SOLID MAPLE

Among the hallmarks of quality in fine furniture you will find the name Empire forever written. These Early American selections are from a complete line of bedroom, dining room and occasional tables in solid maple and cherry. Original design, inspired by our Colonial heritage, is gracefully accented by solid brass hardware. Edges are tapered and even the inside of the drawers are hand-sanded and rubbed. The finish in soft Timbertone Brown is permanently scratch-resistant. Here is an investment in comfortable, proud living that will last a lifetime—and at prices that are surprisingly low in the quality field.

For a colorful catalog, send 25c to Empire Furniture, Dept. L-10, Johnson City, Tenn. Specify maple or cherry.

"Spoon-rack" Hutch graces deep-drawered Buffet . . . a combination for beauty as well as convenient serving.

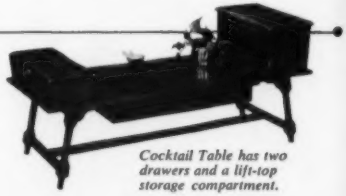
STANDARD OF QUALITY

Empire FURNITURE

JOHNSON CITY, TENN.

Captain's Chairs and Mate's Chairs are perfect complements to this drop-leaf round table, which extends to 90 inches, or closes to a mere 27 inches.

Magnificent 11-drawer Triple Dresser, from circa 1850.



Cocktail Table has two drawers and a lift-top storage compartment.

Thomas McEvoy, A. I. D., of the J. L. Hudson Co., Detroit, finds the combination of Naugahyde upholstery and Koylon Foam cushioning ideal. "The wide range of Naugahyde patterns, textures and colors is an inspiration in itself and I like the clean, smooth way it tailors over Koylon Foam."

"When it comes to designing a room that's meant for lots of casual, feet-up living, U. S. Naugahyde is my first choice. Furniture upholstered with colorful Naugahyde can take all the hard wear a busy family gives it. Spots, stains, spills, sticky fingerprints, even crayon, clean off easily."

DRAMA AND DURABILITY WITH U. S. NAUGAHYDE® AND U. S. KOYLON® FOAM

THE FINEST IN VINYL UPHOLSTERY — THE FINEST IN CUSHIONING

And here's the proof . . . a room that's dramatic, exciting, colorful yet completely practical because all the furniture is upholstered with carefree U. S. Naugahyde. Let U. S. Naugahyde put bright new life in your home—it's truly the ideal upholstery for casual modern living. You will find furniture cushioned with U. S. Koylon Foam and upholstered with U. S. Naugahyde—the perfect combination of lasting beauty and comfort—at leading stores everywhere—or ask your decorator or upholsterer. Look for the Naugahyde tag on whatever style or period furniture you buy—it's your assurance of the finest in vinyl.

Sofa by **Conant Ball Company,** Gardner, Mass., upholstered in various shades of the **Trend** pattern of Breathable® U. S. Naugaweave. All other upholstered furniture by **Sieke of High Point, N. C.,** covered in a combination of the **Trend** pattern of Breathable U. S. Naugaweave and the **Doe-Vin** pattern of Elastic® U. S. Naugahyde. Walls paneled in blue **Doe-Vin** over narrow strips of antique white **Trend.** Window shutters covered with new padded **Diamond Quilt** Naugahyde. Ceiling in **Trend.** *PATENT APPLIED FOR

United States Rubber

ROCKEFELLER CENTER, NEW YORK 20, N. Y. — IN CANADA: DOMINION RUBBER COMPANY, LTD.

Bright new mirror shapes to brighten your home

by JUNE CABOT, Home Stylist

Here's a wonderful way to enhance the beauty of your rooms, easily, quickly and inexpensively.

With these exciting Cheval mirror groupings, freshly continental-inspired, you can open new vistas in rooms merely for the hanging. You can quickly *refresh* a room with versatile, functional, thrilling combinations of shapes and sizes.

The total effect is limited only by your imagination, and you can do it without outside help.

Here are just four mirror ideas that you can use to create an exciting new look in your home. These and many other new designs can be seen at leading department and furniture stores. If you would like our free idea book, *How to make your home more beautiful with mirrors,* or the name of the manufacturer of these fine mirrors, write Dept. 8108, Libbey·Owens·Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.

For contemporary decor, these mirrors achieve tailored elegance with a lovely cove-molded frame of soft matte gold. Visualize them replacing the mirrors you now have in your bedroom. Mirror over chest, about $75. Pier mirrors, about $25 each.

The inspired design and Golden Crest edge of this mirror imparts a gently curved note of formality and charm to every period of interior decor. About $27.50.

Gracefully curved Golden Crest shaping is given an elegant French Provincial touch with delicately executed, pierced ornamentation. An exciting addition to provincial or traditional settings. About $60.

Here three of these versatile Cheval mirrors are grouped effectively over a modern couch. Adorned only by a lovely, narrow Golden Crest edge, they are perfect for contemporary rooms. About $20 each.

A Truly Beautiful Mirror

must be made of the finest plate glass because a mirror is only as good as the reflection it gives. The tag shown here is your buying guide. It assures you that the mirror is made of L·O·F *Parallel-O-Plate*® Glass, *twin ground* for more perfect reflections and more freedom from distortion. There is no finer! *Parallel-O-Plate* has earned the Good Housekeeping Guaranty Seal.

PARALLEL·O·PLATE GLASS

Twin Ground For Truest Reflection

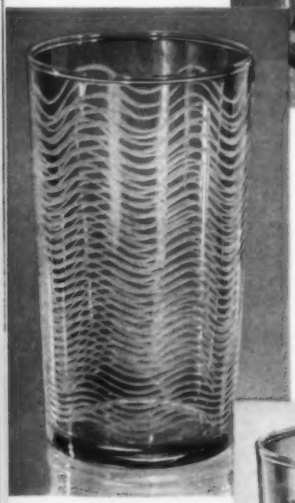
LIBBEY·OWENS·FORD · *a Great Name in Glass*

TOLEDO 5, OHIO

NEW

Personality Patterns

BY LIBBEY



"Leaf Quartet" —Dancing yellow and black leaves set adrift on misty frosting

"Marcel" —Gracefully rippled in a delicious shade of peachy pink

"Aurora" —Banded by snowy white flakes caught in the orbit of flaming coral suns

Lightly priced "Thriftee" Glassware for lighthearted enjoyment!

3 sparkling beauties—and blithe deceivers every one! You'd never *dream* glasses with such dashing good looks could cost so little—be so carefree. These are glasses designed for family *fun*. Each has Libbey's famous chip-defiant rim. If the rim of a "Safedge" glass *ever* chips, Libbey will replace the glass. At only pennies apiece you'll want all 3 styles!

LOOK FOR THE STICKER LIBBEY ON EVERY GLASS

LIBBEY SAFEDGE GLASSWARE
AN OI PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES · TOLEDO 1, OHIO

A piece off your mind

[Continued from page 13]

her state of mind and situation as I and many others have often felt the same way.

There are, however, some things that can be done. For instance, the man of the house might take a shop course in an adult education school in the evening. The wife could learn to sew. And anyone can paint! There are always some projects that can be done inexpensively, and the biggest help of all is an optimistic attitude.

My home is a far cry from what I'd like eventually, but we have done a great deal ourselves and plan to do much more.

Mrs. James Wheeler
San Bernardino, Calif.

SHAPE OF STYLE

Dear Sirs:
I did so enjoy *The Shape of Style* in the July, 1958 issue. The furniture arrangements were charming and I was very impressed with this feature. *LIVING* seems better with every issue, and I congratulate the staff on the excellent work.

Mrs. Marion Rickert
Alpine, New Jersey

PROMISING PLANS

Dear Editors:
We read with great interest the article, *A House You Plan Yourself*, in the November, 1957 issue. This home consisted of prefabricated units that could be combined in twenty-four possible ways. We believe this might give us a home tailored to our own needs, and we were quite excited to see it.

Gordon Stein
Overland Park, Kansas

TIT FOR TAT

Gentlemen:
We have been living in colonial Virginia where every house looks as though a colonist had just left it. Not that I object to early American, but it is the sameness that gets me. We had a terrible time finding contemporary furniture within our price range and ended up by making most of it. Your magazine has really been a godsend, for it has kept us in contact with the outside world.

Faith Schulte
Richmond, Va.

[Continued on page 24]

AUTHENTIC Hummel FIGURINES

Immortalize childhood's precious fleeting moments . . . The endearing moods — solemn and sunny — that set a child's world apart as something very special are captured for all time in these world renowned collectors' treasures. Created with loving attention to detail by master craftsmen, these beguiling hand-finished ceramic figures are a mark of good taste in any home — whether used as a center of interest for a decorative shelf, table or wall grouping or in a floral arrangement or centerpiece . . .

AUTHENTIC "HUMMEL" FIGURINES are identified by the trademark

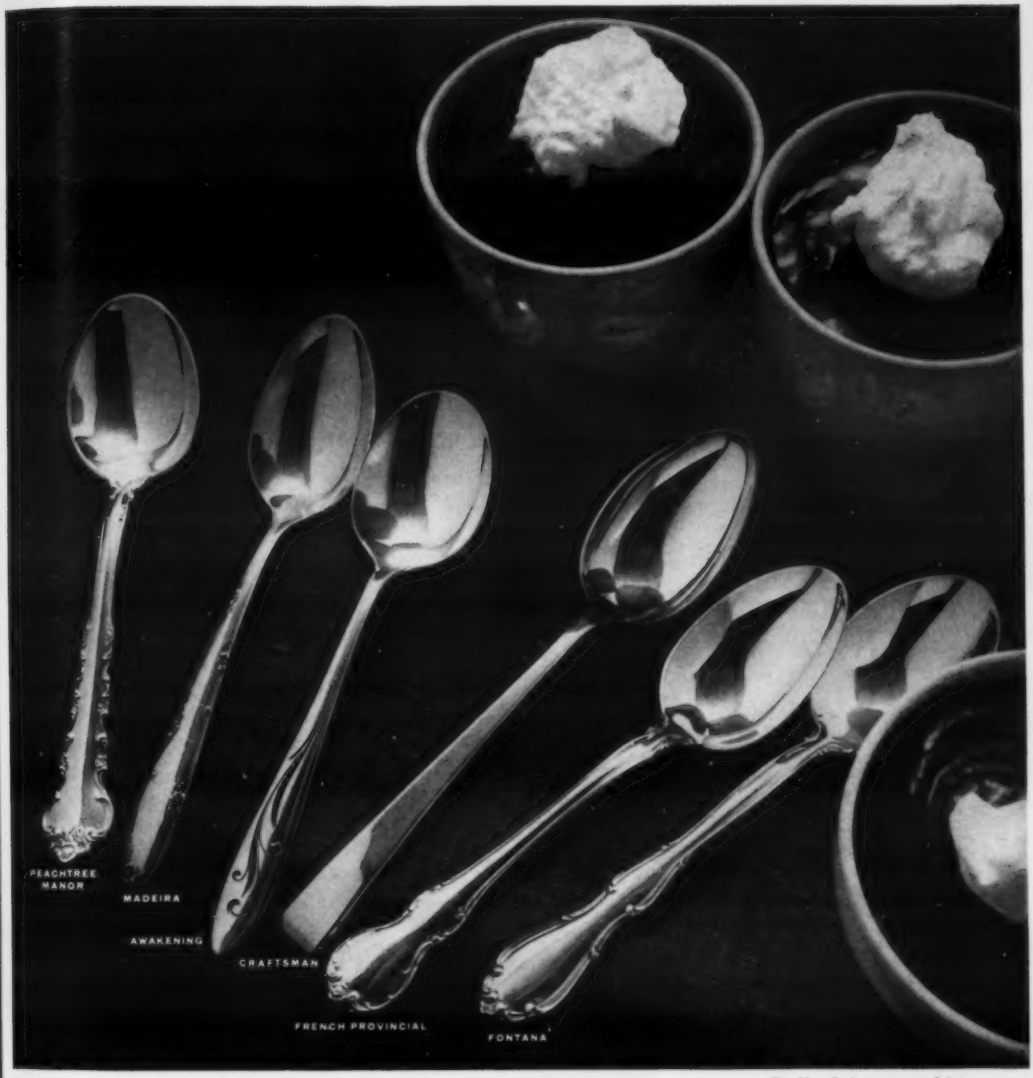
M.I.Hummel®

indented on the base of each figurine and the familiar V with a Bee trademark printed on the underside.

Available at leading gift and department stores from coast to coast.

®Trade Mark *Made exclusively by*

W. GOEBEL • HUMMELWERK • BAVARIA • W. GERMANY



Sterling is for now—and for you

Chocolate Pudding becomes Pot au Crème with Towle Sterling

Towle adds the elegance, the charm that makes informal dining beautiful. In its radiance, the simplest supper's an occasion—for the art of living belongs to every day. Yet for so little, you can have Towle Sterling on your table, tonight...and every night. And the more you use it, the lovelier it becomes and the less care it needs. For this is solid silver...lovingly crafted at Newburyport, Massachusetts—by the proudest silversmiths in America. The cost? Far less than you would imagine. A four-piece service for one starts at as little as $23.00, Federal Tax included.

TOWLE SILVERSMITHS

Give the informal life a Towle touch of elegance

So Gay... So Beautiful... So Very, Very New!

Maxim

BY HOOKER

IT'S OPEN STOCK AND CORRELATED

Make up exactly the rooms you want from a wide range of exquisite flaxen mahogany MAXIM pieces . . .

So many masterfully correlated, beautifully designed pieces to give wings to your decorative imagination . . . this delightful furniture slips in and out of bedroom and dining room combinations so that your whole home can be beautifully accented and correlated to bring admiration and envy from your friends and lasting warmth and satisfaction to you.

Open stock to suit your future needs — every piece boasts of Mainline quality . . . drawers are fully dustproofed and center guided . . . pulls are of brushed pewter . . . finish is hand rubbed and waxed . . . doors have magnetic stops . . . Don't you owe it to yourself to see this grouping at your Mainline dealers soon? You'll find one near you — coast to coast.

HOOKER FURNITURE CORPORATION, MARTINSVILLE, VIRGINIA

For dealer information as the name of your nearest Maxim dealer, write to Dept. U, Box 351.

"Sakes Alive!

Callaway Quality...and Just Look at These Prices!"

Now! The opportunity of a lifetime! Callaway Carpets in the colors, styles and textures you want . . . the famous quality you trust . . . at prices you can't afford to miss. Never before such values! Shop now and see, select, save on the carpet that's perfect for you . . . perfectly priced, too!

Callaway Carpets

CALLAWAY MILLS, INC., SALES SOLICITORS CALLAWAY MILLS 295 FIFTH AVENUE, NEW YORK 16, N.Y.

Fabulous "first" in Stainless! —beauty in the

Solid Stainless brings you fresh young patterns for elegant living—every day
Gleaming satin finish or sparkling mirror finish
Superb balance and "feel"—and completely tarnish-free!

*Trade Marks. © 1958, Oneida Ltd., Oneida, N. Y.

Nature makes it carefree

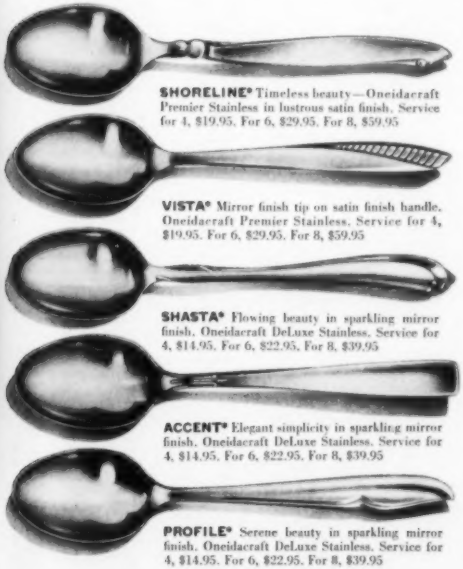
Early American Tradition

PAUL REVERE by Oneida

Now—the graceful Fiddle shape in the most beautiful stainless of all —Solid Stainless by Oneida! The timeless simplicity of Paul Revere goes superbly with contemporary as well as period settings—brings distinction to your prettiest tables.

All Oneida Solid Stainless has luxurious weight and "feel." Each piece is smoothly finished . . . with extra strength at stress points. And each piece *stays* beautiful without polishing.

You'll always be able to add to your Solid Stainless service—it is made right here in America. Today see lovely Solid Stainless by Oneida. At fine jewelry, department and housewares stores.



SHORELINE* Timeless beauty—Oneidacraft Premier Stainless in lustrous satin finish. Service for 4, $19.95. For 6, $29.95. For 8, $59.95

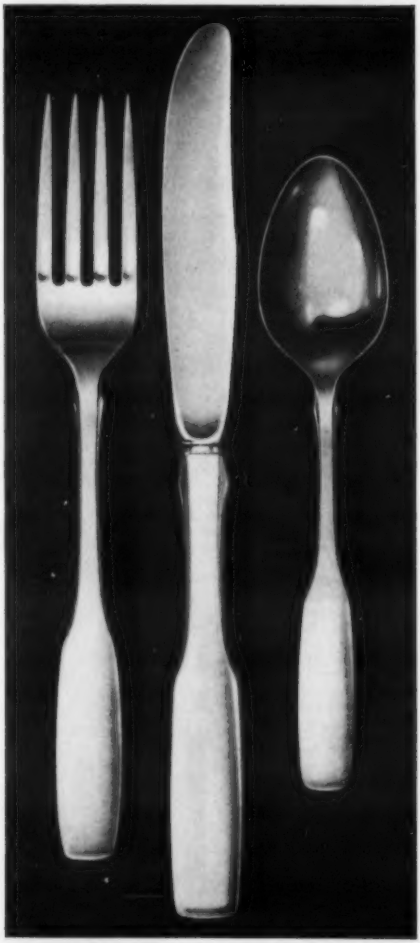
VISTA* Mirror finish tip on satin finish handle. Oneidacraft Premier Stainless. Service for 4, $19.95. For 6, $29.95. For 8, $59.95

SHASTA* Flowing beauty in sparkling mirror finish. Oneidacraft DeLuxe Stainless. Service for 4, $14.95. For 6, $22.95. For 8, $39.95

ACCENT* Elegant simplicity in sparkling mirror finish. Oneidacraft DeLuxe Stainless. Service for 4, $14.95. For 6, $22.95. For 8, $39.95

PROFILE* Serene beauty in sparkling mirror finish. Oneidacraft DeLuxe Stainless. Service for 4, $14.95. For 6, $22.95. For 8, $39.95

Oneida makes it beautiful!



NEW ***PAUL REVERE**** in Solid Stainless by Oneida. The graceful Fiddle shape captured in Oneidacraft Premier Stainless. Satin finish. Each service comes in a handsome Salem maple finish Compartment Tray. For 4, $19.95. For 6, $29.95. For 8, $59.95

Crafted by ONEIDA SILVERSMITHS, makers of distinctive tableware for your way of life—Heirloom* Sterling, Community* Silverplate, Oneidacraft* Stainless.

this beautiful wood burning...

FIREPLACE INSTALLS in LESS THAN A DAY!

MAKE YOUR HOME a showplace in *less than a day* with the sensational, new Uni-bilt Fireplace. Adds exciting beauty to traditional or modern rooms. Provides all the warmth and charm of a real wood-burning fireplace for your family and friends to enjoy. Increases the resale value of your home, too.*

The complete Uni-bilt Fireplace with chimney is factory-built, comes ready to install. Fastens directly to the wall . . . no masonry, no mess. Engineered to draw *right*, burn *smoke-free*. Completely safe . . . tested and approved by Underwriters' Laboratories. Built to last a lifetime.

**Accepted by F.H.A., V.A. and local banks for new home or modernization financing.*

Uni-bilt FIREPLACE

FREE!

Smartly styled matching shovel and poker set (a $20 value) given *FREE* with your purchase of a Uni-bilt Fireplace between Sept. 25 and Nov. 30, 1958. Offer good in U. S. A. only.

The Uni-bilt Fireplace comes primed and can be painted to harmonize with any interior.

Vega Industries, Inc.
3310 E. Brighton Ave.
Syracuse 5, New York

Gentlemen: Please send, without obligation, complete information on the Uni-built Fireplace and details of FREE fireplace tool set offer.

NAME.....

ADDRESS.....

CITY..... STATE.....

A piece off your mind

[Continued from page 18]

Dear Editors:
Please show some two-story colonial houses using antique furniture as so many of us still love that type of home. There must be plenty of others who feel the same way, as evidenced by the crowds of women who haunt the antique shops. I absolutely have no use for the new contemporary houses which are being built today.

Mrs. Frank Reich
Louisville, Miss.

RELATIVE TO A NEED

Dear Sirs:
I enjoyed the article *How Do You Love Your Children?* by James Cox in the May, 1958 issue. At the present time, I am attempting to teach a quarterly entitled *Parent-Child Relationships* in our young adult class in church. I found this feature a great help. We, as young mothers and homemakers, need to educate ourselves to raise a more perfect generation.

Mrs. Robert Kelling
Vermilion, Ohio

FURNITURE FIND

Gentlemen:
I was quite pleased to see the handsome folding chairs in the May, 1958 issue *(Room Service—Outdoors)*, for it is so difficult to find imaginative outdoor furniture.

Mrs. John Roberts
Amherst, Mass.

LEND-LEASE

Dear Editors:
Can you furnish me with a copy of your February, 1958 issue, or at least a copy of the article, *Good Community Planning Keeps An Eye On Individuality*, which was about the Bel-Aire development project near Miami? My copy was lost in circulation. It is my habit to lend my American magazines to French friends before I read them. Otherwise they would be deprived of many of the ads, articles, pictures and recipes which I clip and save.

Not only are our European friends impressed with the superior quality of our magazines as well as our products, but they are delighted with and appreciative of the better, more complete and truer picture which they acquire of the real American way of life.

[Continued on page 38]

The CASTILIAN bedspreads by LAWTEX are available at these and other fine stores:

Albuquerque, N. M. ..... Fedway Stores
Amarillo, Texas ..... Fedway Stores & Corpus Christi, Longview, Wichita Falls . . . Fedway Stores
Arlington, Va. ..... S. Kann Sons Co.
Asbury Park, N. J. ..... Steinbach Co.
Bakersfield, Cal. ..... Fedway Stores & West Los Angeles, Pomona Stores
Baltimore, Md. ..... The Hecht Co. Northwood and Edmondson Stores
Baltimore, Md. ..... The May Co.
Baltimore, Md. ..... Stewart's Downtown & York Road
Baton Rouge, La. ..... Rosenfield's House of Fashion
Beaumont, Texas ..... The Fair Inc. & Galveston, Lufkin, Orange, Port Arthur . . . The Fair Inc.
Brooklyn, N. Y. ..... Abraham & Straus & Hempstead, Garden City and Babylon . . . Branch Stores
Buffalo, N. Y. ..... Hens & Kelly
Chicago, Ill. ..... The Fair & Oak Park, Evergreen Plaza, Old Orchard
Chicago, Ill. ..... Madigans
Cincinnati, Ohio ..... John Shillito Co.
Cleveland, Ohio Bailey Dep't. Stores Co. & Branches
Columbus, Ohio ..... F. & R. Lazarus
Columbus, Ohio Morehouse Fashion Co.
Dallas, Texas ..... Sanger Bros.
Davenport, Iowa ..... Petersen Harned Von Maur
Dayton, Ohio ..... Rike-Kumler Co.
Denver, Colo. ..... Denver Dry Goods Co. and Branches
Detroit, Mich. ..... Crowley, Milner & Co.
Enid, Okla. ..... Newman's
Fort Worth, Texas ..... R. E. Cox & Co.
Glendale, Cal. ..... H. S. Webbs Co.
Harrisburg, Pa. ..... Pomeroy's Inc.
Houston, Texas ..... Joske's of Gulfgate & Houston
Jamaica, L. I., N. Y. ..... B. Gertz Inc. & Flushing, Hicksville Stores
Kansas City, Mo. ..... Emery, Bird, Thayer
Lake Charles, La. ..... The Fair
Lancaster, Pa. ..... Watt & Shand
Little Rock, Ark. ..... Blass
Los Angeles, Cal. ..... Barker Bros. & Crenshaw, Hollywood, Long Beach, Pasadena, Santa Monica Stores
Los Angeles, Cal. ..... The Broadway Southern California & Crenshaw, Downtown, Hollywood, Long Beach, Orange County, Pasadena, Valley, Westchester Stores
Louisville, Ky. ..... Stewarts
Lynchburg, Va. ..... Snyder & Berman Inc.
Milwaukee, Wisc. ..... Gimbels & Southgate, Mayfair Stores
Newark, N. J. ..... L. Bamberger & Co. & Morristown, Paramus, Plainfield, Princeton Stores
New Orleans, La. ..... Maison Blanche
New York, N. Y. ..... Bloomingdale's
New York, N. Y. ..... Gimbels
Oklahoma City, Okl. John A. Brown Co.
Oklahoma City, Okl. ..... Halliburton's
Paterson, N. J. ..... Quackenbush Dept. Store
Peoria, Ill. ..... Block & Kuhl
Philadelphia, Pa. ..... Gimbels & Cheltenham, Upper Darby Stores
Philadelphia, Pa. ..... Snellenbergs
Phoenix, Ariz. ..... Korricks
Pine Bluff, Ark. ..... The Froug Co.
Portland, Ore. ..... Meier & Frank Co., Inc.
San Antonio, Texas ..... Wolffe & Marx
San Francisco, Cal. ..... City of Paris
San Francisco, Cal. ..... Macy's
San Mateo, Cal. ..... Levy Bros.
Shreveport, La. ..... Rubenstein's Inc.
Spokane, Washington ..... The Crescent
Springfield, Mo. ..... Heer's
St. Paul, Minn. ..... Emporium
St. Paul, Minn. ..... Schuneman's Inc.
Stillwater, Okl. ..... Katz Dept. Store
Waco, Texas ..... R. E. Cox Co.
Washington, D. C. ..... S. Kann Sons Co.
Washington, D. C. ..... Lansburgh's & Langley Park, Md. Store
Wheeling, W. Va. ..... L. S. Good & Co.
York, Pa. ..... Charles H. Bear Co.

A DREAM COME TRUE..."CASTILIAN" BY LAWTEX Bedspreads

*"Granada", the tailored throw to transform my bedroom setting with the rich, damask-look of early Spanish weaves! The drapery-weight fabric of cotton and viscose is machine washable . . . needs little or no ironing to maintain its elegant beauty. 10.95**

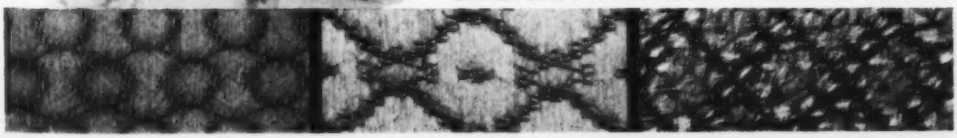
AVISCO INTEGRITY TAG

◀ SEE STORE LISTING ON OPPOSITE PAGE ▶

Shown below, in slightly reduced size, are the Castilian fabrics, available in full and twin size bedspreads. The center swatch is pictured above. All are available in 11 decorator colors: White, mocha beige, tuscan rose, turquoise, green mist, larkspur blue, topaz, cocoa, Caribbean blue, smoked pearl and green olive.

**Slightly higher west of the Rockies*

LAWTEX CORPORATION, 295 FIFTH AVENUE, NEW YORK CITY



Symphony in Color®

by TOMLINSON

...YOUR KEY TO CREATIVE DECORATING

Here's the fabulous new fashion in upholstered furniture... an exciting collection styled and color-orchestrated for you and for your home. Symphony in Color is the heart of a creative decorating plan. You'll select from thirteen subtly coordinated groupings that offer free play to your taste and imagination. You'll coordinate color from thirteen palettes ... sweeps of rich monotones or daring contrasts. From a vast array of exquisite correlated fabrics, you'll play texture, pattern and tone one against the other to achieve an artful scheme that's yours alone. Each piece is deeply, wonderfully comfortable, custom-crafted in the Tomlinson tradition. And you have an amazing choice of wood finishes, fillings, flounces and skirt treatments, ferrules and casters. To top it off, each piece is labeled with your name for all the world to see Symphony in Color is now on view at the very fine stores listed below.

CUSHIONED WITH

Firestone FOAMEX®

For a complete color brochure; send 25¢ to Lillian Hayes Furniture by Tomlinson, High Point, North Carolina

SYMPHONY IN COLOR BY TOMLINSON MAY BE SEEN AT THESE DISTINGUISHED STORES: ALABAMA: Florence: Lamar's. **Mobile:** Gardberg's Fine Furn. Co. **Montgomery:** Dexter Interiors. **ARIZONA: Phoenix:** Barrows Furniture Co. **Tucson:** Barrows Furniture Co. **CALIFORNIA: San Bernardino:** Nicholson Furniture Co. **COLORADO: Colorado Springs:** Home Furniture Co. **Denver:** The May Company, D & F. **CONNECTICUT: Bridgeport:** Geo. E. Nothnagle & Son, Inc. **New Britain:** B. C. Porter Sons, Inc. **New Haven:** Chamberlain Co., Inc. **DISTRICT OF COLUMBIA: Washington:** Woodward and Lothrop. **FLORIDA: Coral Gables:** Monitor Furniture Co. **Daytona Beach:** McFarland Furniture Co. **Fort Lauderdale:** Grosse Pointe Furn. Shops (also Boca Raton). **Jacksonville:** Cohen Brothers. **Orlando:** Cox-O'Neal Furniture Co. **Miami:** Moore Furniture Co. **Tampa:** Maas Brothers. **ILLINOIS: Chicago:** John M. Smyth Company (Also Elmhurst, Evanston, Skokie). **Decatur:** Bachman Company, Inc. **Mt. Carmel:** The Cowling Company. **INDIANA: Indianapolis:** L. S. Ayres & Company. **Lagel:** Fisher Bros. Village Furniture. **IOWA: Davenport:** Huebotter Furniture Co. **KENTUCKY: Louisville:** The Stewart Dry Goods Co. **LOUISIANA: Baton Rouge:** Hemenway Furniture Co. **MARYLAND: Baltimore:** Hochschild-Kohn & Co. **MASSACHUSETTS: Stoneham:** Barba's, Inc. **MICHIGAN: Hazel Park:** Tower Furniture Co. **MINNESOTA: Minneapolis:** The Dayton Company. **St. Paul:** Hal Lyons Home Furnishings. **Virginia:** Katoia's. **MISSISSIPPI: Biloxi:** Merchiston-Hall Galleries, Inc. **Hattiesburg:** Pioneer Furniture Co. **Jackson:** Rice Furniture Co. **MISSOURI:**

St. Louis: Famous Barr Company (Also Clayton, Southtown-St. Louis, Northland-Jennings). **NEBRASKA: Lincoln:** Gold & Company. **Omaha:** Nebraska Furniture Mart. **NEW JERSEY: Avenel:** Winter Brothers. **Rahway:** Foss Brothers. **Red Bank:** Sterling Furniture Co. **NEW YORK: Brooklyn:** Abraham & Straus. **Buffalo:** J. N. Adam & Company. **Hartsdale:** Maple House of the Bronx. **New York City:** Lord & Taylor. **Syracuse:** I. Fleischman & Sons, Inc. **NORTH CAROLINA: Charlotte:** J. B. Ivey & Company. **Greenville:** Brown's Furniture Store. **OHIO: Akron:** M. O'Neill Company. **Alliance:** The Cope Furniture Co. **Cincinnati:** The John Shittlito Co. **Circleville:** Mason Furniture Co. **Cleveland:** The Higbee Company. **Rocky River:** Ray Riddle Floor Coverings & Furn. **Youngstown:** Hume's. **OREGON: Eugene:** Rubenstein Furniture Co. **PENNSYLVANIA: Erie:** John V. Schultz Co. **Oil City:** Cohn's Fine Furn. **Philadelphia:** Strawbridge & Clothier. **SOUTH CAROLINA: Greenville:** Old Colony Furniture Co. **TENNESSEE: Chattanooga:** Miller Brothers Company. **Knoxville:** Miller's, Inc. **Maryville:** Proffitt's, Inc. **Memphis:** J. Goldsmith & Sons Co., Inc. **TEXAS: Amarillo:** Southern Furniture Co. **Austin:** Shanks Furniture Co. **Houston:** Foley Brothers Co. **Lubbock:** Watson Furniture Co. **San Angelo:** Robert Massie Furn. Co. **VERMONT: Montpelier:** The Goodrich Store. **VIRGINIA: Lynchburg:** Colonial Furniture Shops. **Newport News:** J. H. Bell Furn. Co. **Norfolk:** Willis Wayside. **Roanoke:** Reid & Cutshall, Inc. **WASHINGTON: Seattle:** Bon Marche. **Spokane:** Bon Marche. **Vancouver:** Valte Home Furnishings. **WEST VIRGINIA: Charleston:** Ted Kniffer & Company. **CANADA: Toronto:** J. Leviniter Ltd.

"IRIS"

You can give a room an exciting touch of decorative drama with these exquisite panels. Use them as shown in the bedroom picture below . . . or in an entry hall . . . on each side of a doorway or an important piece of furniture. Matching background wallpaper is available to fill out the remainder of the wall area.

Albert Van Luit & Co. WALLPAPER
for the
MOST BEAUTIFUL ROOM
in your home!

SHOWROOMS:
CHICAGO
NEW YORK
CLEVELAND
LOS ANGELES

Send 50¢ to
Albert Van Luit & Co.
[illegible] Cloverdale Dr.
Los Angeles 39
for full color miniature of this beautiful scenic.

[illegible] BY
[illegible] & CHARTER

The youngest set [Continued from page 4]

For Halloween: Baby food by Gerber. *Feed 'N' Fun* table by Fibermold Corp. converts into table and chair set or chalk-board and easel. Bantam stuffed toy from F.A.O. Schwarz, Fifth Ave., New York City. Below, *Jack's House* multiple construction set by Lawson & Lawson, $14.95

[Continued on page 51]

Now! Make your own world brand new and beautiful with

NEW WORLD OF IDEAS

home decorative fabrics of

Celanese contemporary fibers

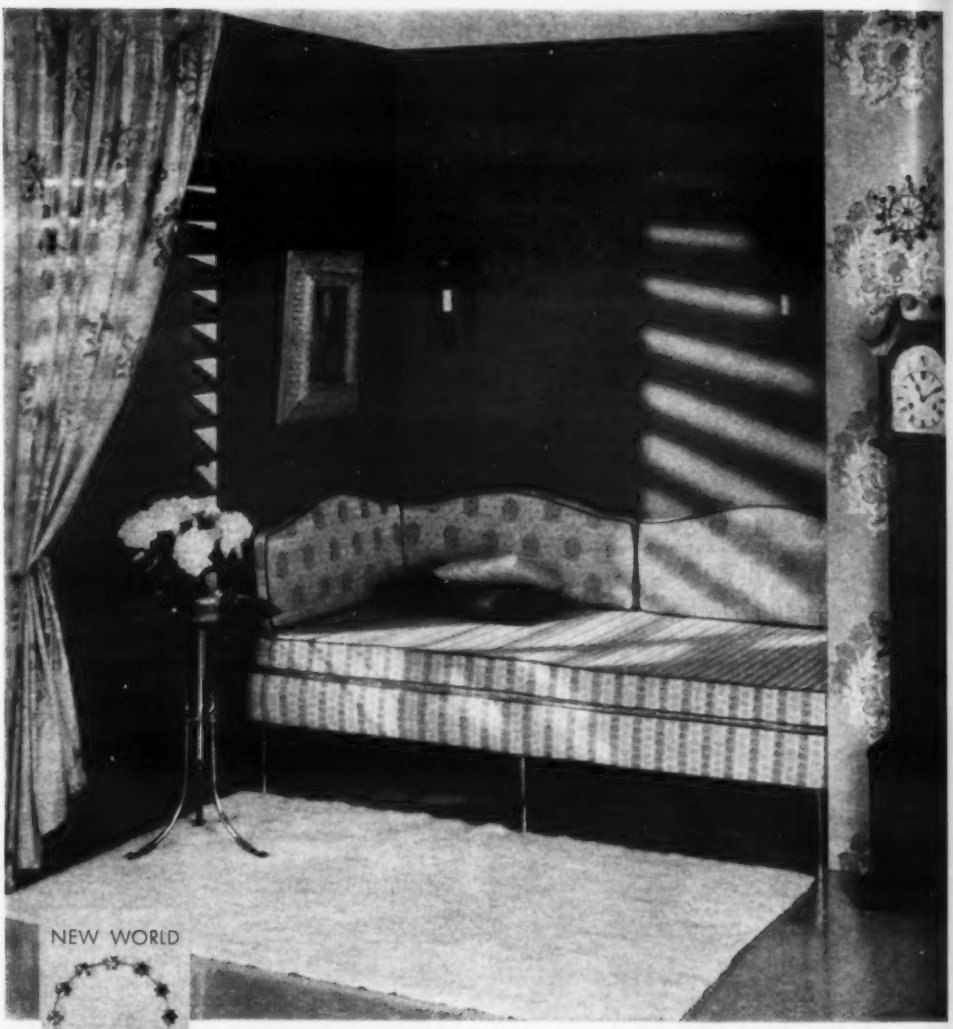
Celanese brings you dramatic ideas for the world of your home! You'll see these ideas in a brilliant group of decorative fabrics, both by-the-yard and in ready-made ensembles plus shower curtains, floor coverings . . . all you need for decorating and all made with Celanese contemporary fibers. To find inspiration for these fabrics, we explored the cities and byways of Central and South America. In treasures of the Incas and Spanish Conquistadors we discovered rich sources for new colors, textures, designs. See beautiful examples of the fabrics, with objects that inspired them, on the next pages. See the exciting New World Of Ideas collections at stores listed here. Celanese Corporation of America, N. Y. 16. Celanese®

Headquarters stores for Celanese New World Of Ideas

You'll find New World Of Ideas collections at all these stores listed.
(Numbers indicate stores carrying specific fabrics shown on next pages.)

(1) This store carries **Roosmaker** fabric shown on page 30.
(2) This store carries **Goldenheim** fabric shown on page 31.
(3) This store carries **Tilbury** fabric shown on page 32.
(4) This store carries **Burlington** fabric shown on page 33.

Albany, N. Y. ..... W. M. Whitney & Co.
Asheville, N. C. ..... Ivey's
Atlanta, Ga. ..... (1,2,3,4) Davison's
Aurora, Ill. ..... St. Clair's Interiors
Austin, Texas ..... Paul's
Baton Rouge, La. ..... D. H. Holmes Co. Ltd.
Benton Harbor, Mich. ..... Pascal's
Beverly, Ill. ..... (1,2) John M. Smyth Co.
Binghamton, N. Y. .. Fowley, Dick & Walker
Boston, Mass. ..... (3) Jordan Marsh Co.
Buffalo, N. Y. .. Adam, Meldrum & Anderson
Canton, Ohio ..... Thurin's
Charleston, S. C. .... James F. Condon Co.
Charlotte, N. C. ..... (3) J. B. Ivey Co.
Chicago, Ill. ..... (1,2) John M. Smyth Co.
Cincinnati, Ohio ..... H. & S. Pogue Co.
Clarksburg, W. Va. .. Smith Furnishings Co.
Cleveland, Ohio (1,4) Wm. Taylor Son & Co.
Columbia, S. C. ..... James L. Tapp Co.
Columbus, Ind. ..... Banner-Whitehall
Columbus, Ohio ..... F. & R. Lazarus Co.
Crawfordsville, Ind. ..... Hall's Emporium
Danville, Va. ..... Thalhimer's
Daytona Beach, Fla. ..... Ivey's of Daytona
Decatur, Ill. ..... Fay Fabrics
Denver, Colo. ..... Denver Dry Goods
Des Moines, Iowa ..... Davidson's
Duluth, Minn. ..... Freimuths Dept. Store
Elmhurst, Ill. ..... (1,2) John M. Smyth Co.
El Paso, Texas .. (1) American Furniture Co.
Evanston, Ill. ..... (1,2) John M. Smyth Co.
Evansville, Ind. ... (3) R. & G. Furniture Co.
Fitchburg, Mass. .... Bellevean Drapery Shop
Fort Lauderdale, Fla. ..... Burdine's
Fort Smith, Ark. .... (1,3) The Boston Store
Fort Worth, Texas ..... K. H. Ellison's
Fresno, Calif. ..... E. Gottschalk & Co.
Galveston, Texas .. Plantowsky Furniture Co.
Grand Rapids, Mich. ..... Herpolsheimer's
Greensboro, N. C. ..... Ellis-Stone Co.
Greenville, S. C. ..... Ivey's
Harrisburg, Pa. ..... (2,3) Pomeroy's Inc.
Houston, Texas ..... Sunland Furniture Co.
Huntington, W. Va. ..... S. P. Brown Co.
Indianapolis, Ind. ..... (3) Banner-Whitehall
Jacksonville, Fla. ..... The Jones Store
Kansas City, Mo. ..... (1,2,3,4) Macy's
Knoxville, Tenn. ..... Miller Bros.
La Grange Highlands, Ill. (2) Yardstick Shops Inc.
Lakeland, Fla. ..... Maas Bros.
Lincoln, Neb. ..... (1,3) Gold & Co.
Los Angeles, Calif. Barker Bros. & branches, S. Calif.
Lumberton, N. C. ..... R. W. Norman Co.
Madison, Wisc. .. Harry S. Manchester, Inc.
Mankato, Minn. ..... Govein's
Massillon, Ohio ..... C. O. Finefrock
Memphis, Tenn. ..... Goldsmith's
Miami, Fla. ..... Burdine's
163rd St. ..... Burdine's
Miami Beach, Fla. ..... Burdine's
Midland, Texas ..... D. Sharp Draperies
Milwaukee, Wisc. Ed. Schuster & Co. Inc. & branches
Minneapolis, Minn. ..... The Dayton Co.
Mobile, Ala. .. (1) Hammel's Adam Glass & Co.
Muncie, Ind. ..... Ball Stores, Inc.
Naples, Fla. ..... Holland Salley Inc.
Nashville, Tenn. ..... Cain-Sloan
Newark, N. J. ..... (1,2,3,4) Bamberger's
New Orleans, La. ... (3) D. H. Holmes Co. Ltd.
Newport News, Va. ..... Nachman's
New York, N. Y. ..... (1,2,3,4) Macy's
Norfolk, Va. ..... Smith & Welton
North Canton, Ohio Lewis & Greenbo Drapery Shop
Old Orchard, Ill. .. (1,2) John M. Smyth Co.
Omaha, Neb. ..... Orchard & Wilhelm Co.
Orlando, Fla. ..... Ivey's
Oshkosh, Wisc. ..... (1,3) Agrell & Brueske
Pensacola, Fla. (1) Pensacola Rug & Shade Co.
Petersburg, Va. ..... Rucker's Drapery Store
Philadelphia, Pa. ..... Gimbels
Phoenix, Ariz. ..... Dorris-Heymann
Pittsburgh, Pa. ..... (3) Gimbels
Pittsfield, Mass. ..... England Brothers
Portland, Ore. ..... Meier & Frank
Quincy, Ill. ..... (1,3) Kemners
Quincy, Mass. ..... Spinning Wheel
Raleigh, N. C. ..... Ivey-Taylor Co.
Reading, Pa. ..... Pomeroy's Inc.
Richmond, Va. ..... Thalhimer's
Rochester, N. Y. .... Sibley, Lindsay & Curr
Rock Hill, S. C. .. Maxwell Bros. Mayfield Co.
Salem, Ore. ..... Meier & Frank
Salisbury, N. C. ..... R. W. Norman Co.
San Antonio, Texas ..... Karotkin's
San Francisco, Calif. ..... (1,2,3,4) Macy's
Sarasota, Fla. ..... Maas Bros.
Schenectady, N. Y. ..... The Carl Co.
St. Paul, Minn. ..... (2) Schuneman's, Inc.
St. Petersburg, Fla. ..... Maas Bros.
St. Louis, Mo. (1,3) Famous Barr & all 4 stores
Seattle, Wash. ..... The Bon Marche
Shreveport, La. .... Hemenway Furniture Co.
Spokane, Wash. ..... The Crescent
Springfield, Ill. .. R. F. Herndon Dept. Store
Springfield, Mass. .. (2,4) Albert Steiger, Inc.
Steubenville, Ohio ..... May & Leopold
Syracuse, N.Y. .. C. F. Chappell & Sons Inc.
Tacoma, Wash. ..... (1) Selden's
Tampa, Fla. ..... Maas Bros.
Gandy Blvd. ..... Maas Bros.
Terre Haute, Ind. ..... Root's
Toledo, Ohio ..... (1,2,3,4) Lasalle's
Topeka, Kans. ..... Pelletier's
Tulsa, Okla. ..... (1) Mayo Furniture Co.
W. Palm Beach, Fla. ..... Burdine's
Wheeling, W. Va. ..... L. S. Good & Co.
Wichita, Kans. ..... (1,2,3,4) Innes
Wilkes-Barre, Pa. ..... Pomeroy's Inc.
Winston-Salem, N. C. ..... Thalhimer's
Wyandotte, Mich. ..... Lucilles Linen Shoppe
York, Pa. ..... Chas. H. Bear & Co.
Youngstown, Ohio ..... McKelvey's



NEW WORLD OF IDEAS

Roomaker finds inspiration shining in golden halos from Peru

Celanese acetate gives this fabric textured depth, makes it feel so luxurious. It's used here in two decorative ways—as draperies and as a wall cover. The companion upholstery fabrics that you see on the sofa have the beauties of acetate, too, and make possible a perfectly integrated room scheme.

Roomaker's "Aureolis" fabric of spun rayon and Celanese acetate. Cafe blanco, Antigua gold, water turquoise, Rio rose, white sand. About $2.49 yd. Damasks on sofa: "Las Lomas" medallion, spun rayon and Celanese acetate. "El Oro" stripe of cotton, Celanese acetate and metallic. Both in 7 colors, about $3.98 yd. For store near you, see page 29. Celanese Corporation of America, New York 16. Celanese®

Acetate . . . a Celanese contemporary fiber

Goldenheim picks up a scroll design from a Guatemalan jacket

With Celanese acetate, the beauty fiber, this lovely new fabric is so lustrous and drapable that it actually seems to flow at your windows. The pattern is graceful and flowing, too, and fits this new window idea so well—long cafes hung on bright brass rods. Try it for new decorating excitement in your home!

Goldenheim's "Gold Tacana" fabric of spun rayon and Celanese acetate. Available in these beautiful combinations of colors: gold on white, turquoise on white, gold on flax. About $2.29 a yard. For the fine store near you carrying this and other exciting "New World Of Ideas" decorative fabrics, see the list on page 29. Celanese Corporation of America, New York 16, New York.

Celanese®

Acetate . . . a Celanese contemporary fiber

NEW WORLD

OF IDEAS

Tilbury adapts a design in antique carved wood from Brazil

You'll love the luxurious look of this fabric, the elegance it gives your window treatment, the lovely way it drapes—and all because it's made with Celanese acetate, the beauty fiber. The unusual scroll and floral pattern lends distinction to this charmingly decorated corner with its stylized valance.

Tilbury's "Sangay" fabric of spun rayon and Celanese acetate. Available in this handsome selection of colors: carioca green, temple gold, marimba pink, water turquoise or mango coral. About $2.98 a yard. For the fine store near you carrying this and other beautiful "New World Of Ideas" decorative fabrics, see the list on page 29. Celanese Corporation of America, New York 16, New York. Celanese®

Acetate . . . a Celanese contemporary fiber

Burlington House reproduces a ceramic tile pattern from Brazil

The beautiful jacquard damask fabric of these ready-made draperies is made with Celaperm acetate, the fiber with "sealed-in" color to keep them bright and glowing. Choose them for a decorating scheme that really lasts—those lovely Celaperm colors have excellent resistance to fading from sunlight or gas fumes.

Burlington House's "Casa Tile" damask of Celaperm and Celanese acetate in ready-made draperies. White, temple gold, blue, willow green, beige, nutmeg, rose, sea green. 90" unlined draperies about $12.95 pr. For store near you, see the listing on page 29. Callaway "Satellite" rug shown is viscose and Celanese acetate. Celanese Corporation of America, New York 16, New York. Celanese® Celaperm®

Celaperm . . . a Celanese contemporary fiber

SELECT WITH CONFIDENCE

"The TUDOR" . . .
Traditional Lawson style in Nylon matelassé, $199.50. With 100% foam rubber cushions, $229.50.

"The SOCIETY" . . .
Contemporary style as shown in 100% foam rubber cushions, upholstered in nubbed yarn texture, $199.50. Same style sofa, king-size length, $229.50.

"The CLOISTER" . . .
Transitional modern style in Nylon bouclé, $199.50. With 100% foam rubber cushions, $229.50.

You can select with confidence from these three beautiful new Valentine Seaver Originals . . . secure in the knowledge that each sofa represents the very finest in authentic styling . . . with quality and comfort beyond compare at prices that represent exceptional values. Choose from these three fashionable styles . . . in an impressive selection of fabrics and colors. Prices slightly higher in some areas. Convenient terms are offered by most dealers. See your Valentine Seaver Dealer now!

BEST BUY *Certified* QUALITY STYLE COMFORT

Valentine Seaver *Originals*

PRODUCT OF KROEHLER

DESIGNS OF DISTINCTION

THE WONDERFUL PERFORMANCE OF WUNDA NYLON

The superb luxury of this Wunda Nylon Broadloom sets the scene for gracious living. Yet its outstanding performance makes it eminently practical for a dining room. Its 100% nylon fibers simply can't absorb stains. Spots and spills, even coffee, can be wiped away in a jiffy without fear of fading or marking. And loom-woven Wunda Nylon resists wear in those areas around the table that age most carpets prematurely. Ask to see Wunda Nylon at your favorite store.

WUNDA WEVE—the luxury name in broadloom

YOUNG REPUBLIC GROUP

IN SOLID HARD ROCK MAPLE

a Family Tradition

From the first Swiss-German cabinetmakers of Old Tell City to their present-day descendants, the tradition of painstaking workmanship has been handed down like a treasure from generation to generation. The result, as shown by the new functional Young Republic grouping above, is timeproof construction and enduring value. Pictured below is just one of the many dining arrangements available. And there are dozens of other distinctive pieces for every room of your house — all destined to become a cherished tradition in your family! See them at better stores everywhere . . . or write today for illustrated literature.

TELL CITY

Tell City Chair Co., Tell City, Indiana

Gown by Jenkins

THE WONDERFUL WEARABILITY OF WUNDA PLUSH

Carpet your stairs in the lovely texture of Wunda Plush Broadloom and each footstep is cushioned in deepest luxury. With never a worry about stair-wear! The fluffy-soft 100% cotton pile fibers are woven simultaneously with sturdy cotton backing into a glamorous carpet that wears amazingly well. No danger of shrinking or colors fading in cleaning. In fashion's smartest colors, or dyed to match any color that your heart desires. Take steps to get Wunda Plush today.

WUNDA WEVE—the luxury name in broadloom

Shown above: SERENE

REAL CHINA designed for America's new Carefree way of life for only **5.95** 5-piece place setting

● GUARANTEED AGAINST BREAKING* ● OVEN-PROOF
● DISHWASHER-PROOF ● COPPER COVERED SERVING PIECES

Not plastic, *not* pottery. Carefree is the real thing...beautiful, durable, inexpensive china that won't stain, that washes clean without special precautions. Carefree won't warp or buckle and is so heat-proof you can actually cook in it. Sturdy enough for day-in and day-out young family use. Yet Carefree has the lovely look and feel of true china, which it is!

Carefree ALL PURPOSE TRUE CHINA BY SYRACUSE

WINDSWEPT, 6.95 BLUE MIST, 7.95 FLAME LILY, 6.95 FINESSE, 7.95

Prices are for 5-piece place settings. 16-piece starter sets from 19.95. 44-piece family sets from 56.95.

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Send for free illustrated brochure and name of nearest dealer.
Syracuse China • Dept. CL108 • Syracuse 1 • New York

A piece off your mind [Continued from page 24]

We depend upon your wonderful magazine to keep us abreast of things at home.

Raymond E. Charron
APO, New York, N.Y.

EDITOR'S NOTE: *We dispatched this issue with haste and a great deal of pleasure.*

FOREIGN FLAVOR

Dear Editors:
My husband and I lived in Warsaw for several years when he was assistant army attaché, and so I was especially interested in hearing about the *Old Warsaw Cook Book* which was mentioned in *Speaking of Living* and *A Summer Engagement: Ice-Cold Soups, Brand-New Blenders* in the July, 1958 issue.

Mrs. Karl L. Scherer
Natick, Massachusetts

DRAMATIC IMPACT

Dear Editor:
I greatly admire the simple furnishings in the dining room of the Warren Heylman home *(Roof-Top Drama)* in the July, 1958 issue. The clean, straight lines of the modern furniture and the almost austere look of the bare walls are a challenge to imitate.

Mrs. Ira Laurie
Williamsville, N.Y.

FRIENDLY FEELINGS

Dear Sir:
I saw a copy of *LIVING For Young Homemakers* at a friend's house, and I was so happy to have been introduced to it. The magazine impressed me greatly because the merchandise shown is priced within the reach of the average young family just getting started. Also the wide variety in content appeals to everyone's tastes.

Mrs. H. H. Reinheimer
Jenkintown, Pa.

Gentlemen:
We are in the process of decorating a newly-built ranch house, and I could not resist writing to you to tell you how extremely helpful your magazine has been in its construction with all the little hints and advice on items too numerous to mention. We feel as though we had taken a home course in interior decorating.

Mrs. M. L. Smalley
Woonsocket, R.I.

WINDOWS... worth looking into

HERE'S WHY! These are *the windows* with *self-storing* screens and storm sash! They save work, trouble and storage space. Use PELLA MULTI-PURPOSE WINDOWS as entire daylight walls, awning-type windows or casements. 15 different sizes combine into hundreds of custom-like arrangements. Exclusive GLIDE-LOCK® underscreen operator holds window open in 10 different positions. Spring-type stainless steel weather-*stripping on all 4 sides* of sash for positive seal against weather and dust. All windows made of select Western Pine. Distributors in U.S. and Canada.

Pella WINDOWS

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ROLSCREEN COMPANY, Dept J-108, Pella, Iowa
YES! Please send me literature on PELLA WOOD MULTI-PURPOSE WINDOWS.
☐ Free Folder ☐ Helpful 20-page book, *"Library of Window Ideas"* (25c enclosed)
NAME
ADDRESS
CITY ZONE STATE

How to combine practical comfort and charm

Which do you put first—comfort or charm? This room delights you both ways. Our decorators unified living and dining areas with two easy-to-copy tricks. Imperial Washable Wallpapers divide the room—a "conversation-piece" pattern for dining, a gracious and smart selection for the living room. Then they added warmth with the rich beauty of Baumritter's Ethan Allen furniture. Both wallpaper and furniture give a cozy colonial look to the two areas. Presto! Unity indeed. But variety too—the spice of life and the secret of good decorating.

IMPERIAL Washable WALLPAPERS®

Wallpaper's a life saver when you're bored with drab walls. You can make your home different . . . yet be sure every room's perfect. And you have so much to choose from it's easy to express your own taste. Lovely patterns . . . wonderful colors . . . intriguing textures. See them all—in convenient portfolios bright and brimful of new ideas—now at your Imperial dealer's. Patterns illustrated are #877002 and #877241.

Ethan Allen by Baumritter

Add new comfort and charm to your home with Ethan Allen Early American Furniture by Baumritter. Planning with this versatile collection, you can answer all your storage and decorating problems in every room. Choose from more than 250 open stock pieces coordinated for bedroom, living and dining room. Remember, when you think of Early American, think of Ethan Allen.

SEND FOR COLORFUL HOME PLANNING HELPS!

Dept. LE-108 P. O. Box 28
Murray Hill Station
New York 16, N. Y.

Please send me the following decorating guides (checked off below) for which I have enclosed ¢ in coin.

☐ "How Wallpaper Works Wonders In Your Home"—10¢

☐ "Planning Your Home With Early American Furniture"—25¢

(Please allow 3-4 weeks for delivery)

NAME.....

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CITY.....ZONE.....STATE.....

Add carefree fun to family living with colorful Viko furniture

Practical in the family room, impressive in the living room—Viko by Baumritter serves you everywhere. Best of all, Viko is proof that furniture in good taste need not carry a high price tag!

Viko is a versatile and striking combination of clean contemporary style with rugged, long lasting materials that will give you years of gratifying family service. Invitingly comfortable sectional sofa and lounge chair have reversible cushions for extra wear. Covers are available in beautiful textured or leather-like plastics. Viko table tops are of wood-grained plastic that resist stains, dents and scars—keep their fresh beauty for years! And colorful Viko comes in your selection of rich Bronze, or smart slate Gray finishes, with gleaming accents of brass.

Viko is coordinated for use in living room, den, recreation room, dinette—even offices . . . is at home wherever you use it. It's furniture that will add zest to your own enjoyment of living!

6 pc. Family Room only **$159.50***

Includes: 2 pc. Sectional Sofa • Matching Lounge Chair • Companion Club Chair • Cocktail Table • Corner Table

5 pc. Coordinated Dining Set only $79.50*

Includes: Plastic Top 42" Round Extension Table and 4 Mates Chairs

**Prices slightly higher west of the Mississippi.*

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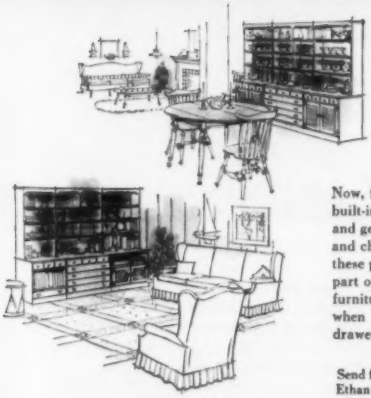

Give your home the custom-tailored look . .

plan with Ethan Allen

by Baumritter

Now, for the first time, your home can have all the beauty and utility of built-in furniture without built-in cost! With the wide variety of pieces available, you can custom tailor any room, of any size and get the custom-designed look. With the Ethan Allen Custom Room Plan, you have all the stature and charm of built-ins plus the advantages of fine furniture finishes as well. You'll be able to shift these pieces from room to room—take them with you when you move. The Custom Room Plan is just part of the open stock Ethan Allen collection coordinated for living room, bedroom, dining room... furniture that helps you create a wonderful warm *family* atmosphere in your home. So remember, when you think of Early American—think of Ethan Allen. Look for the brand name in the top drawer to be sure to get the *real* Ethan Allen furniture.

Send for our colorful Ethan Allen planning brochure, "How to Decorate with Early American" —only 25¢.

For Birchcraft Modern Booklet—25¢.

Also manufacturers of: Birchcraft Casual Modern • Roomates • Viko

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Enclosed is 25¢ in coin for the Ethan Allen brochure. ☐

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When you buy with an eye to the years ahead...

ARMSTRONG

Pure-Foam

Guaranteed for the Lifetime of the furniture it cushions!

"COZY LOOK" Covey

This Covey chair and sofa invite you to sit in blissful comfort. Luxurious foam rubber cushioning and solid hardwood frames make these pieces as substantial as they look. The cushioning is the finest, too—Armstrong Pure-Foam, to keep the smooth lines and comfort there for the full lifetime of this excellent furniture.

ARMSTRONG-NORWALK RUBBER CORP. • Pure-Foam Division, Norwalk, Conn. Div. of Armstrong Rubber Company

No "Keep Off" signs on this Cabin Crafts carpet

Why should children be scooted out of the prettiest, warmest room in the house? No reason, says Cabin Crafts, and proves it with this Acrilan® carpet. Suppose milk, cocoa, or even grease spills? It simply sponges off with detergent and water. Ride a bike over the carpet (only watch out for that couch), and the bouncy pile springs right back to shape. As for color, Cabin Crafts is matchless. The range covers subtle and brilliant tones, innovations like this Aztec Red with Pumpkin—a daring combination. Another thing about Cabin Crafts, the pile is so *dense*. Choose nylon, cotton or blends from $5.95 to $19.95 sq. yd. You won't find such lush pile anywhere. Shown, Clermont at $12.95 sq. yd. Write for Room Service book on how to decorate with Needletuft Rugs and Carpets. Cabin Crafts, Inc., Dept. L-5, Dalton, Georgia.

®Chemstrand's Acrylic Fiber

A better idea in carpets...Needletuft by

CABIN CRAFTS

New York presents...

Mr. Charles Abrams, President Westchester Modernization, Inc., White Plains, N. Y.

Long recognized as leaders in remodeling and modernization work, Westchester Modernization Incorporated, of White Plains, New York (formerly known as the Westchester Jacobson Company) presents the New Lease On Living home in the New York area. This is part of a nationwide program of neighborhood and housing rehabilitation, sponsored by the Home Improvement Council.

Under the leadership of its young president, Charles Abrams, Westchester Modernization offers services which include everything from design, through actual construction, to financing. A staff of trained experts is capable of developing all types of modernization projects, many of which have been featured in leading magazines and newspapers. Westchester Modernization enjoys the reputation of being one of the newer, more up-to-date organizations of its type in the country.

Before

Typical of the many houses of its type in the New York area, this house chosen by Westchester Modernization is reminiscent of an era when inadequate storage space, too few closets, small living rooms, inefficient kitchens, great maintenance and uninteresting architectural design were the byword. Chosen because it offered Charles Abrams and his organization a unique and stimulating challenge, this house will be completely remodeled on the interior and exterior and transformed into an up to date, efficient home offering livability instead of drudgery.

HOME IMPROVEMENT MEMBER 1958 Better Your Living COUNCIL

Home Improvement Council

A new lease on living Home

After

In bringing this house up to date, the existing stucco exterior has been replaced with new Masonite Shadow vent siding — giving the house a more modern 'clean' look, yet retaining the traditional lines. An orange and white color scheme for the exterior also gives the house a fresh appearance. A new family room, built as an addition at the back of the house, will provide the family with much needed extra recreational space. An all new RCA Whirlpool kitchen — a wall was removed to accomplish this — will afford maintenance free, efficient work space for the housewife. New "family-proof" plywood paneling by Georgia Pacific in the dining room, and the new family room will also help to cut down on the housewife's work.

To continue the all wood treatment in this new living area a new Wood Mosaic Parkay floor has been installed. The walls in one of the bedrooms have also been covered with "family-proof" plywood. The old-fashioned, out of date bathroom has been completely redone and features a new built-in vanitory. The same is true of the first floor powder room which has new fixtures, lavatories and lighting to bring it up to date.

The following national manufacturers are sponsors of this nation-wide rehabilitation program. Their products insure the value of each remodeling project.

The Celotex Corp.
Hush-Tone Ceiling Tile

Georgia-Pacific Corp.
Decorative Wood Paneling

Masonite Corp.
Tempered Presdwood Exterior Siding and Peg-Board Panels

Mastic Tile Corp. of America
Matico Tile Flooring

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RCA Whirlpool Corp.
Appliances and Cabinets

Wood-Mosaic Corp.
Pre-Finished Hardwood Flooring

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Local Cooperating Organizations

Clarmont Interiors
Interior design

Interstate Building Material Corporation
Lumber and Millwork

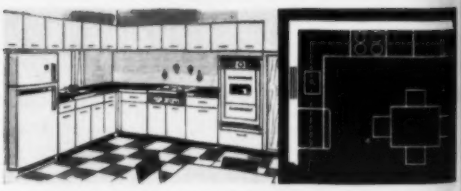
Laurence Labriola, Inc.
Landscaping

HOME IMPROVEMENT
MEMBER 1958
Better Your Living
COUNCIL

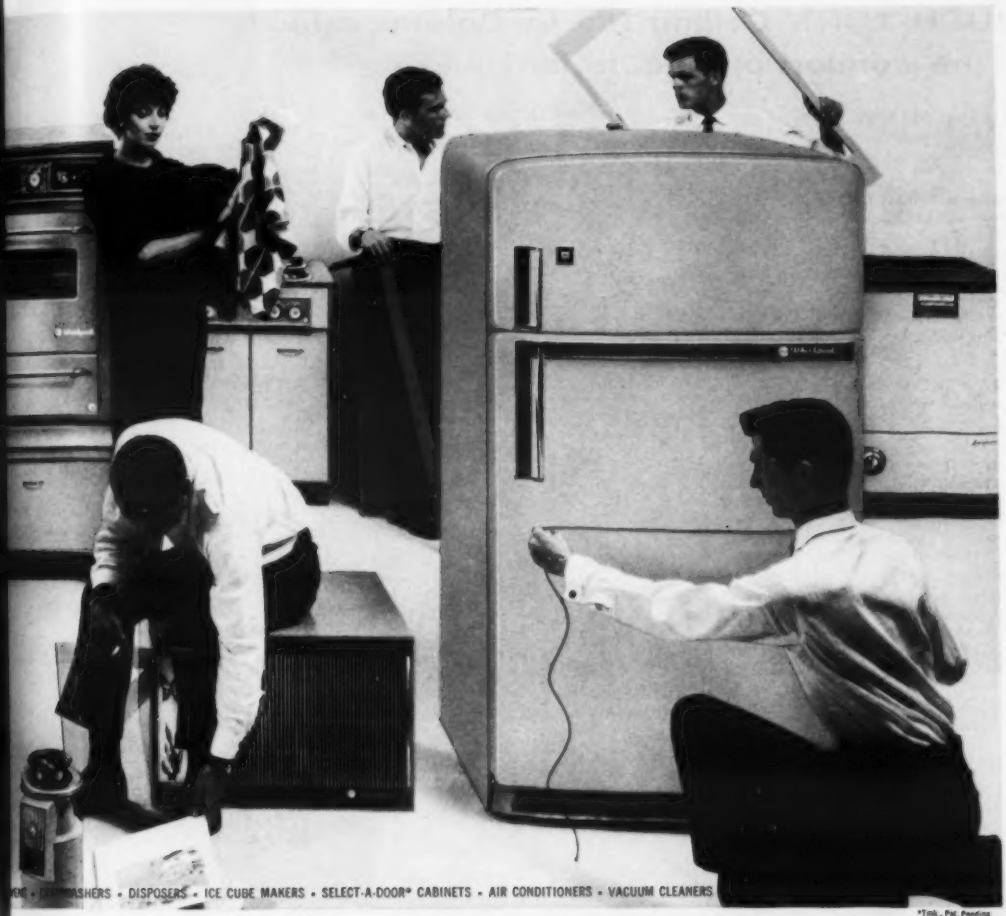
America's first family of home appliances: RCA WHIRLPOOL WASHERS • DRYERS • WASHER-DRYER COMBINATIONS • REFRIGERATORS • FREEZERS • RANGES

Now you can have these experts plan

New remodeling service through RCA WHIRLPOOL dealers: complete kitchen planning—including architect's sketch and blueprints—by Living for Young Homemakers' design staff!



YOU RECEIVE COMPLETE PLANS—including blueprints, equipment list, and sketch—when you use this kitchen planning service offered through your local RCA WHIRLPOOL dealer. All the material is prepared by the design staff of Living for Young Homemakers. Same service available if you're buying a new home, too!



...ASHERS • DISPOSERS • ICE CUBE MAKERS • SELECT-A-DOOR* CABINETS • AIR CONDITIONERS • VACUUM CLEANERS

*Tmk., Pat. Pending

your new RCA WHIRLPOOL kitchen

If you've been thinking about remodeling your kitchen, act now. It's never been easier to get professional help on kitchen planning! Just see your RCA WHIRLPOOL dealer.

First, you'll study his stock of appliances and cabinets to see what you'd like in your new kitchen. He has the complete family of RCA WHIRLPOOL appliances to show you, gas and electric models, both free-standing and built-ins, in attractive colors and in white.

Then, through "Living's Design Center" he'll get complete plans for the remodeling drawn up to fit your ideas, your color scheme, your appliances.

When you approve these plans, he can help with installation and financing arrangements, too—you can actually begin your new kitchen for as little as $6.91 a week. Now's the time to start planning your new kitchen with your RCA WHIRLPOOL dealer!

America's first family of home appliances

RCA Whirlpool

Whirlpool Corporation, St. Joseph, Michigan (Use of trademarks RCA and RCA authorized by trademark owner, Radio Corporation of America.)

SEND 25¢ for big new booklet

12 pages of floor plans, cabinet arrangements, color schemes, all in full color—ideas you'll want to include in your planning. Mail coupon and 25¢ in coin today to:

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Living Kitchens
St. Joseph, Michigan

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Don McNeill says:
"HUSH-TONE® Ceiling Tile by Celotex adds the comfort of quiet to family living!"

"Goes up quick and easy, too!" adds son, Bobby McNeill

The famous BREAKFAST CLUB family likes the way these "new idea" ceilings put such a heavenly hush on noise. And charming Mrs. McNeill says, "I picked *Fiesta* HUSH-TONE because the beautiful color-flecked pattern is so smart and new!"

Hundreds of tiny "sound-traps," in an eye-pleasing arrangement called Linear-Random†, guarantee HUSH-TONE TILE will absorb up to 20 times more noise than ordinary ceilings . . . permanently . . . even after you re-paint, years later!

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DON McNEILL, famous host of the popular BREAKFAST CLUB, heard every weekday over ABC, and MRS. McNEILL

*Hush-Tone Tile for a 10' x 14' room costs only about $38

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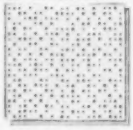
Choice of two finishes: color-flecked Fiesta, pictured above; True White, shown below.



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SPADE AND TROWEL

If you have a gardening problem LIVING *For Young Homemakers' garden experts will help solve it for you. Queries of general interest will appear on this page every month. For a prompt reply to more specific and individual problems, send us a stamped, self-addressed envelope.*

Q. Which would make the best ground cover for a wooded area in shade and partial shade: winter-creeper, ajuga, *Cotoneaster horizontalis* or *C. microphylla*, *Vinca major* or Baltic ivy? A.C., Mount Holly, N. J.

A. Your best bet, for a plant with low maintenance, would be the Baltic ivy. Winter-creeper *(Euonymus fortunei acutus)* is a handsome cover, but will require spraying against scale, a particular problem when large numbers of the plant are grown together. *Vinca major* tends to die back. The cotoneasters are not winter-green in your area. Ajuga is hard hit by drought.

Q. When is the best time to transplant some shrubs and perennials from the front to the back yard, where sunlight conditions are better during the afternoons? E.S., Brooklyn, N.Y.

A. Fall is the best season for transplanting. Plant materials are in their period of dormancy, but soil is still easily worked. Be sure you are taking best advantage of the sunlight. The afternoon sun is not necessarily better than the morning, just because it is hotter. Check for the number of sunlight hours. If both are equal, the morning sun area is best for most things.

Q. Is honeysuckle *(Lonicera Halliana)* too deep-rooted for planting over the various smaller spring bulbs such as crocus and hyacinths? R.L., Chicago, Ill.

A. Yes. It is also too robust in growth habits. If you pruned it heavily every spring you might be able to grow daffodils, using it as a ground cover. *Phlox canadensis*, ajuga and candytuft all make good companion plants for the smaller spring bulbs.

Q. Where should I put the geraniums I have brought in from the garden for the winter? H.B., St. Cloud, Minn.

A. Give them the sunniest window available, providing the night temperatures do not fall below 50°. If you are only interested in keeping them alive over winter, and winter bloom isn't important, you can keep them in a north window. Or start new plants from cuttings, thus reducing the space they will require.

Q. The lower leaves of my amaryllis have turned yellow and the plant doesn't seem to be doing anything. Is there something wrong? C.A.J., Chicago, Ill.

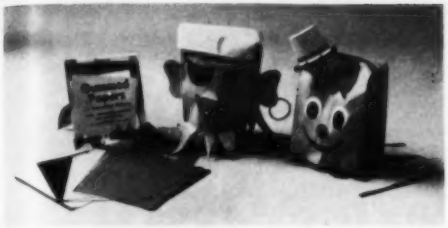
A. Your amaryllis is probably trying to rest. Put it in a cool spot and water it only once a month until new leaf buds begin to show. Then return it to good light, give it a feeding and water as usual. Without this rest or period of dormancy, the plant will probably not bloom.

Q. Is it possible to take annual plants indoors for winter bloom? I.D., St. Paul, Minn.

A. Yes. You'll best results with such plants as marigolds, petunias and annual phlox. Unless they're small plants, cut them back before potting. Do not use older, tired plants which are all bloomed out. Give them a good, sunny window and spray at the first sign of red spider mites, aphids or other insect pests.

Discover wonderful ideas for a happier home

The youngest set [Continued on page 28]



For party games or prizes, a varied assortment: *Donald Duck* ring toss, with target and rings; child's embroidery set; *Ruff and Reddy* erasable pictures and slate, crayons and sharpener; finger-paint set with paint, paper, instructions. All $1.00 and under from Transogram Co.

Inhabitants of the night: a macabre skeleton and a grimly garbed witch. Costumes by the Bland Charnas Co., $1.98 each

above, left

Unique masks are simple to make with paper bags and adhesive-backed colored papers. Papers by Dennison Mfg., 59¢

[Continued on page 100]

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LIVING For Young Homemakers' building and home repair experts will help you solve your problems on this page every month. If you have an immediate emergency, a stamped, self-addressed envelope will bring you a prompt reply. Questions about equipment and building materials will be answered frankly and honestly according to the results of our research. Mail inquiries to Mr. Fixit, LFYH, 575 Madison Ave., New York 22, N.Y.

Q. I have a pair of bronze and onyx book ends, old and valuable. One has been dropped, cracking the onyx into three parts and bending the bronze. When put together these pieces make a basket-shaped ornament: the bronze forming the top ring and base, the onyx the bowl. How can I repair the damage? A.T.

A. This type of antique is put together with small bronze bolts. Take these out and, following the pattern of the unbroken unit, bend the bronze into shape. This can probably be done with ordinary pliers. Using a good marble cement, glue the onyx bowl together and reattach to the base.

Q. Our metal kitchen cabinets are turning quite yellow. Can they be sprayed with white enamel without being taken off the walls? I can see the heads of screws holding up the cabinets, but don't want to remove them. J.B.

A. We suggest you remove the doors only, spraying them separately after detaching all hinges, knobs, etc. Use masking tape on the walls around the cabinets and spray them in place. It is impossible to do a workmanlike job with doors left on.

Q. Our bathroom has just been painted and papered. While using the washbasin for dyeing, some of the dye splashed on the paper, leaving a stain. I have tried different solvents, but none will take it out. R.L.

A. The only answer is to get a piece of the wallpaper used, cut enough to cover the stain, and then very carefully match the pattern and glue it on. If care is used, the patch will not be seen.

Q. A steep hill rises about fifteen feet above the back of our house. There is a narrow lawn in the rear before the ground starts upward, but rain and melting snow keep flooding this and our basement wall is constantly wet. Is there an economical solution to this problem? H.S.

A. Similar situations have been solved as follows: dig a shallow trench, three inches deep, across the rear of the narrow lawn and throw in a slush of rough cement about an inch deep. Set ordinary cement blocks close together over this end, after cementing the joints, back-fill halfway up the blocks, creating a run-off gully. Plant ivy or other creeping vine on lawn side of the blocks and you will have an effective barrier against down-hill surface water.

Q. Our plumber is unable to shut off the valve on our water main in order to make repairs in the house. The valve is very old and he is afraid of breaking the pipe if he exerts any more force on it. As he seems to be stymied we would appreciate your advice. D.D.

A. There is always another valve controlling your main located out near the street. Ask the water company to shut off the water at this point and then the plumber can cut out the old house valve and install a new one. If the main valve is missing, it should be installed for you by the water company.

Even scootin', shootin'

New invisible topcoat now protects the fine furniture glow of Georgia-Pacific Hardwood Paneling. The new finish looks like hand-rubbed wax, yet fingermarks (even footprints) wipe off! Crayons, grease, lipstick, alcohol, most common stains can't penetrate the tough new topcoat. Even steam won't damage the finish, so you can use it in your bathroom, kitchen or laundry room. Here's real beauty you'll enjoy for years, yet the price will surprise you. It starts as low as $37.50 for a 12′ x 8′ wall.

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This page suggests but a few of the things you can do with modern Masonite panels. We've a whole bookful just waiting for your card—simply write and ask for the "Masonite Home Improvement Guide." You'll be glad you did! Masonite Corporation, Dept. LFH-10, Box 777, Chicago 90, Ill. In Canada: Masonite Corporation, Gatineau, Quebec.

New room. Planning an addition? Plan on Masonite siding products. They offer such variety you'll find a perfect match for your present exterior. Shown: Panelgroove® and Shadowvent.

MASONITE

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INSTALLMENT BUYING POINTERS

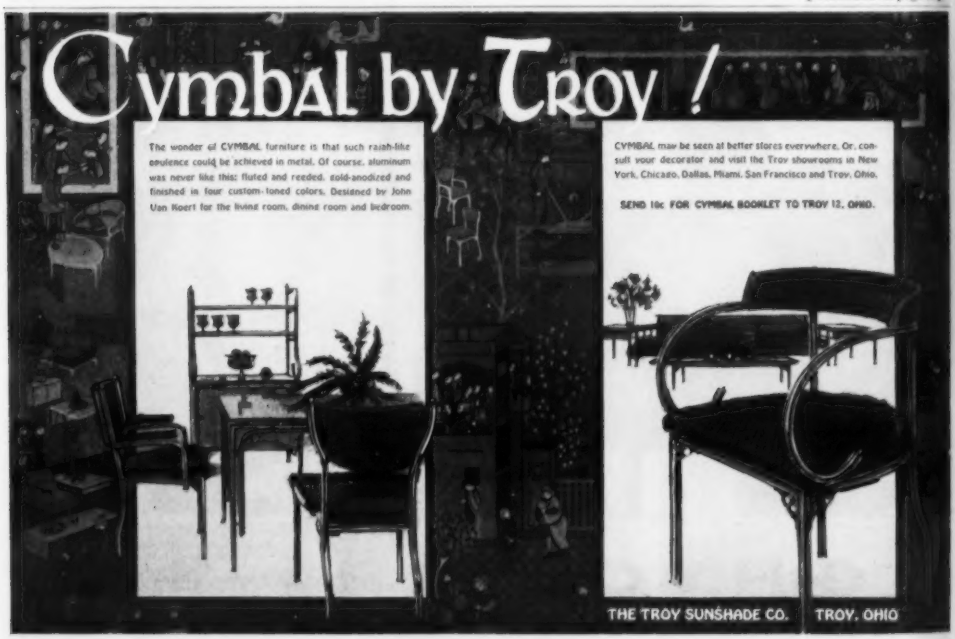
Millions of American families (probably yours among them) will improve their living level this year by purchasing appliances, cars, furniture, TV sets and various other goods that help make life more enjoyable. But only a minority will pay cash; instead, most will use some type of installment payment plan. As a matter of fact, about two-thirds of all durable goods are bought on time. The popular "pay-as-you-use" method has proved a boon to consumers, particularly to young homemakers during the early years of establishing their homes. The chief attraction of credit is that it allows useful, durable goods to be bought when most needed, instead of waiting until the full cash outlay is saved. Many persons, especially those with growing families, find it difficult and sometimes impossible to accumulate enough money to pay cash for an expensive item. But they can make the purchase by saving the down payment and then paying the balance out of current income. In this way, they use their credit strength as an active rather than a "frozen" asset.

Having something at the time when it will give maximum usefulness and enjoyment is often as important as the item itself. If you are a mother with small children, for instance, you have immediate need for home laundry equipment. This is true of many appliances.

In addition to providing greater leeway in timing of purchases, installment credit serves as a form of budget control. It helps to build savings, in terms of growing ownership in a valuable asset. Many families with cash savings prefer using credit, since the necessity of meeting monthly installments helps them avoid letting money slip away for less important things they may not remember later.

While installment credit is a valuable tool for better living, it can cause difficulty if misused. Unfortunately, there's no perfect yardstick to guide you in determining what percentage of income should go for necessities and what portion can safely be put aside for credit commitments. By dealing with retailers who emphasize soundness of credit, you get help in credit management. But you have to decide what you can and ought to do. Intelligent manage-

[Continued on page 60]



Casements and draperies containing "Dacron" at these fine stores, retailing between $2.00 and $3.00 per yd.: **Birmingham.** Loveman's; **Cincinnati.** Shillito's; **Cleveland.** The Higbee Company; **Grand Rapids.** Steketee's; **Houston.** G. A. Stowers Funiture Co.; **Kansas City.** Edward Keith, Inc.; **New York.** Macy's Herald Square; **Omaha.** Orchard & Wilhelm Company; **Pittsburgh.** Joseph Horne Co. **"Dacron" is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, not the fabrics shown here.*

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DECORATOR'S CORNER

1. Style-conscious homemakers will want to take advantage of *Planning Modern Bathrooms in Color.* The 27 pages in this distinctive booklet by American-Standard are packed full of eye-catching arrangements that not only show the wide variety of fixtures available, but suggest appropriate colors for walls, tile, floor coverings, towels, shower curtains and accents. The name of the manufacturer, color and pattern for many of the materials used are also included to ensure a decorative scheme tastefully correct and attractive. 10c.

2. The tastes and needs of the individual family should always be considered in the selection of furnishings. The Mastic Tile Corp. examines, in a colorful booklet, *Psychological Planning, the New Dimension in Home Decorating,* the needs of each person in the family from the viewpoint of home furnishings. The character of color is analyzed along with the problem of space, and the requirements of each room in the house in this practical approach to decorating which can be a stimulating and satisfying experience. 25c.

3. Well-planned decoration can set the stage for a happier and brighter life. The assurance that your paint choice will be the correct one, indoors or outdoors, is through a most informative and beautifully illustrated booklet called *Live Colorfully With Dutch Boy* by the National Lead Company. The full-color photographs and countless clues on color scheming will help you to express your own tastes in selecting a suitable background that will make your home sparkle with new personality, charm and warmth. 15c.

FOR HOME IMPROVEMENT

4. The open-air way of American life has really taken hold, and since most get-togethers of family and friends take place in the evening, proper illumination of terrace, patio or back yard will make this entertaining even more enjoyable. *Light Magic for Gardens and Outdoor Living Areas* by Westinghouse is a nontechnical, 12-page brochure that describes and pictures ways of lighting steps, paths, trees, flower beds, shrubbery, pools, games, dining, play or relaxation areas. A special section is included on safety and proper choice of wiring, light bulbs and fixtures. 10c.

5. An acoustical material that decorates as it sound-conditions will add extra comfort to any room in the house. Detailed instructions are offered in *Quiet Your Home With A New Armstrong Ceiling* on how to plan this usually nonabsorbent surface and how to install sound-absorbing *Cushiontone* by stapling, nailing or cementing. Special tips are also given on how to handle lights and pipes, and on how to finish this perforated, easy-to-handle product that can do two jobs at one time—end noise problems and cover a cracked ceiling without any mess. Free.

6. Potential living space in many homes is too priceless not to make the most of it. In *77 Ideas for Remodeling Your Home With Fir Plywood,* you will discover only a few of the hundreds of worth-while interior and exterior improvements you can make, easily and economically, with this durable building product that has all the natural warmth and charm of real wood. The modernizing suggestions pictured and described in this instructive booklet by Douglas Fir will increase the livability and value of your home. Free.

HOW-TO-DO IT

7. The helpful hints and easy-to-follow instructions in *How to Hang Wallpaper* by the Wallpaper Information Bureau promise the most pleasing results. It gives complete details on all the steps involved in such a project: how to estimate rolls needed, simple tools and materials which will speed up the job, methods of joining the seams, how to prepare the walls and paper, how to hang the first wall strip which is so important, and how to treat corners, radiators, wall fixtures, doors, windows, dormers and ceilings and other problem areas. 10c.

8. Repair jobs throughout the house are almost numberless and without the proper tool they can be quite a chore. *Tips for Tacking* by Swingline is a leaflet that describes and pictures through such categories as insulating, TV antenna, shelf-trimming, window shades, plaster-wood walls, upholstering, screens, valances and storm windows some of the important uses to which a staple gun can be put to lighten the load of many troublesome home projects. Free.

9. Stick to the subject at hand in *Shellac, How to Use it, How to Finish or Re-Finish Furniture* and *For Floors of Lasting Beauty, Bulls Eye Shellac* and any questions you might have on the purchase, use or care of this easy-to-apply, economical and popular product will be answered clearly and completely. Floors and furniture, new and old surfaces are all given the full treatment in these authoritative how-to-do-it pamphlets offered in a package by William Zinsser & Company. Free.

10. The time-saving tips in *How to Remove and Restore Finishes* will help you to achieve the true professional touch on that next furniture refinishing project. This do-it-yourself pamphlet by the Savogran Co., makers of *Strypeeze* paint removers, contains instructions on how to do the job—from removing the old finish, sanding, filling cracks, regluing loose parts, raising surface dents, repairing blisters in veneer and staining to putting on the new finish such as lacquer, enamel, varnish, shellac, wax, oil or one of the antique, pickled or bleed effects that are so popular. Free.

FOOD TALK

11. Grilled food gourmets will be greatly pleased with *Better Than Charcoal Flavor Without Charcoal.* This booklet is by the Otto Bezas Company, manufacturers of the *Charco-Jet Ceramic Grille* which can be used indoors as well as outdoors and which offers an entirely new concept in grilling. The collection of exciting recipes includes plain and fancy foods and such party favorites as hors d'oeuvres and dippers, snacks and cocktail tidbits, dips and sauces and an Oriental import, *Sakiyaki.* Free.

12. Flapjack frills abound in *Pancakes Unlimited* by the Quaker Oats Co. Original and refreshing ideas are presented for breakfasts, main meals, desserts and snacks. Mexican *enchiladas,* frosted apple roll-ups, Welsh rarebit waffles, quick date bars, French crepes with orange sauce and banana fritters are some of the flavor-filled bits that can be fashioned with a pancake mix and this unusual recipe booklet which spans a whole new world of creative cookery. Free.

13. The seasoning shelf in many kitchens contains alongside the usual sauces, spices and herbs a new member, *Wines for Everyday Enjoyment,* by the Taylor Wine Co., is a toast to this versatile ingredient. It includes besides appetizing recipes for punches, fruits, soups, main dishes, salads and desserts some basic information on the characteristics of different wines, storage tips and a "what goes with what" chart showing types of wine for leading food categories with desirable temperature at which to serve this *pièce de résistance.* Free.

14. Learn the secrets of preparing some of the foreign fare you have enjoyed so much in one of your favorite restaurants with *Let's Cook Italian* by Hunt Foods, Inc. The "saucy" suggestions in this recipe pamphlet on the art of Italian cooking and such authentic but easy-to-make treats as *minestrone, veal scaloppine, lasagne, veal Parmesan, fish ripieno, risotto with shrimp* and *chicken cacciatore* will open up a delightful new world of eating pleasure. Free.

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Installment buying pointers

[Continued from page 56]

ment and careful, long-range planning are initial steps toward avoiding expensive pitfalls. A wise move before buying anything on credit is to accurately measure your credit capacity; evaluate your financial strength on the basis of size and regularity of income, balanced against day-to-day living costs and obligations.

Substantial down payments and short-term contracts are keys to saving money, and the most effective way to reduce your credit costs, advises the American Finance Corporation, national association of independent sales finance companies. Down payments should not be so big, however, as to deplete cash reserves and deprive you of protection against unforeseen emergencies. Nor, if it is at all possible, should monthly installments be so high that a financial pinch develops every time a payment is due.

Many prospective new car buyers mistakenly think that installment buying means confining themselves to one of the common contract lengths of 24, 30 or 36 months. But contracts can be made for any lesser number of in-between months. Selecting a term six months, or even three months shorter can result in substantial savings. Let's compare two new-car sales contracts involving a finance charge of $6 a year for each $100 financed. Say you agree to pay a $2,000 balance over 30 months; the total financing costs will be $300. By shortening the repayment term on the same balance to 18 months, financing costs would be $180, or a saving of $120 over the 30-month deal. If you can pay another $1,000 down, you would cut the cost to $150 for 30 months or $90 for 18 months. Automobile financing charges vary with the age of the car and may vary from one locality to another. Buying a car, since it is the major installment purchase for most families, has been used as an example. But the same basic principles apply to all installment buying.

The majority of people meet their obligations in full and on time, but even the most reliable can get caught in a "squeeze." Sensible conduct at such a time can save your credit rating—and your investment. The simplest thing to do if such a "squeeze" develops is to talk it over with the people who are expecting a payment. Don't try to hide, and don't let matters drift. Tell them about it, and they will try to work out a plan to help you pay your contract. A longer repayment period for the balance may be permitted, or it may be agreeable to delay a payment or two. A popular misconception is that financing institutions leap at the chance to repossess. There are obvious reasons why this is not true. First, the person made unhappy by the repossession, no matter what the cause, is not likely to be a repeat customer; also, creditors usually have to sell the repossessed item at an actual loss.

Perhaps you wonder how it is that you sign a time sales contract with a retailer and find yourself paying a finance company. Most retailers don't have the capital to carry a large volume of time sales contracts. So the retailer sells the sales contracts to a finance company.

To help families use installment credit successfully, the American Finance Corporation offers these further suggestions: 1. Refrain from overbuying and assuming too many simultaneous payments; 2. be sure you understand all points in the sales contract; 3. refuse to sign any blank contracts; 4. don't shop just for terms; 5. don't make a time purchase if you must borrow the down payment.

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BASIC-WITZ FURNITURE INDUSTRIES INC. • WAYNESBORO, VA.

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IT TAKES THE ROUGHEST RIDING...AND STAYS LUXURIOUSLY NEW-LOOKING!

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EASIER TO CLEAN! The stubbornest stains come out safely, quickly. And ACRILAN carpet *stays* cleaner. Soil-resistance is built-in...*not* sprayed on temporarily.

Don't let its beauty fool you. This is a new kind of carpet. Even free-wheeling kids won't keep it down – it resists crushing and stays luxuriously new-looking long after other carpets lose their life. Retains its lovely color-clarity, too. Non-allergenic . . . 100% immune to moths and mildew. Be sure the carpet you buy is ACRILAN carpet. Your assurance of the most exciting carpet value underfoot!

For your protection, The Chemstrand Corporation has instituted a quality standards program for ACRILAN carpet. Following are the licensed mills: ARTLOOM • CABIN CRAFTS-NEEDLETUFT • FIRTH INDUSTRIES INC. • GULISTAN • MAGEE • MASLAND • MOHAWK • ROXBURY • ALEXANDER SMITH

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WHEN CHILDREN MOVE

Changing addresses has never been a pleasant task and yet it is comforting to remember, if M(oving) Day is upon you, that two out of every nine Americans are sharing this experience with you. Any move, whether across the street or across the country, means a temporary uprooting for the family. For you, as an adult, the ordeal is one that may soon be over. For the children, be they toddlers or teenagers, the experience may mean an emotional upheaval with lasting effects . . . if you don't, as movers say, "handle with care."

Psychologists agree that parents' behavior in most family situations keynotes the children's reactions. This is especially true when moving is contemplated. After all, roots have been put down, friends have been made, a comfortable pattern of living has been molded. If the parents are tense and worried, the children will sense the anxiety and, in turn, may feel unhappy and insecure. On the other hand, if a mother and father seem optimistic about the upcoming move—even though there are uncertainties—the children will be more confident and more receptive to the change.

So, if you are about to move, take a few minutes to consider a few steps that will make the process as easy as possible for you and especially for the children. The main guideposts, as charted in a helpful booklet, *When Families Move*, prepared by Allied Van Lines in collaboration with the Child Study Association of America are three: before the move, carefully prepare the children for the change; during the move, be patient and calm; and after the move, help them to find their place in the new community.

Before the move

It is advisable to take the children into your confidence as soon as you decide to move. Give them the reasons for the change—a larger home, a better job opportunity for father, a less-crowded school, more interesting social possibilities—and let them talk it over freely. Include them in your plans, according to their age and maturity, so they won't feel "left out." At the same time, don't burden them with too many de-

[Continued on page 64]

See
Morgan-Jones
"Shadows" bedspread at any of the fine stores listed here:

CALIFORNIA
Beverly Hills.....J. W. Robinson Co.
Los Angeles.....Barker Bros. & Branch Stores
Bullock's Downtown
Bullock's Westwood
The May Co. & Branch Stores
Pasadena.....J. W. Robinson Co.
San Diego.....Walker-Scott Co.
San Francisco.....Macy's California

COLORADO
Denver.....The Denver Dry Goods Co.
May Company

DISTRICT OF COLUMBIA
Washington.....Woodward & Lothrop & Branch Stores

GEORGIA
Atlanta.....Rich's, Inc.

IDAHO
Caldwell.....Idaho Dept. Store Co.

INDIANA
Indianapolis.....L. S. Ayres & Co., Inc.

IOWA
Cedar Rapids.....Killian Co.

MARYLAND
Baltimore.....Hochschild, Kohn & Co. & Branch Stores

MASSACHUSETTS
Boston.....R. H. Stearns Co.
Chestnut Hill.....R. H. Stearns Co.

MINNESOTA
Minneapolis.....Dayton Co.
St. Paul.....Schuneman's, Inc.

MISSOURI
Kansas City.....The Jones Store Co.
St. Louis.....Stix, Baer & Fuller Co.

MONTANA
Billings.....Hart-Albin Co.

NEBRASKA
Lincoln.....Gold & Co.
Omaha.....J. L. Brandeis & Sons

NEW JERSEY
Newark.....Hahne & Co.

NEW YORK
New York.....B. Altman & Co.
Bloomingdale Bros.

NORTH CAROLINA
Durham.....Ellis Stone & Co.

OHIO
Columbus.....F. & R. Lazarus Co.

OREGON
Portland.....Meier & Frank Company

PENNSYLVANIA
Altoona.....Wm. F. Gable Co.
Pittsburgh.....Joseph Horne Co. & Branch Stores

TEXAS
Fort Worth.....Monnig D. G. Co.

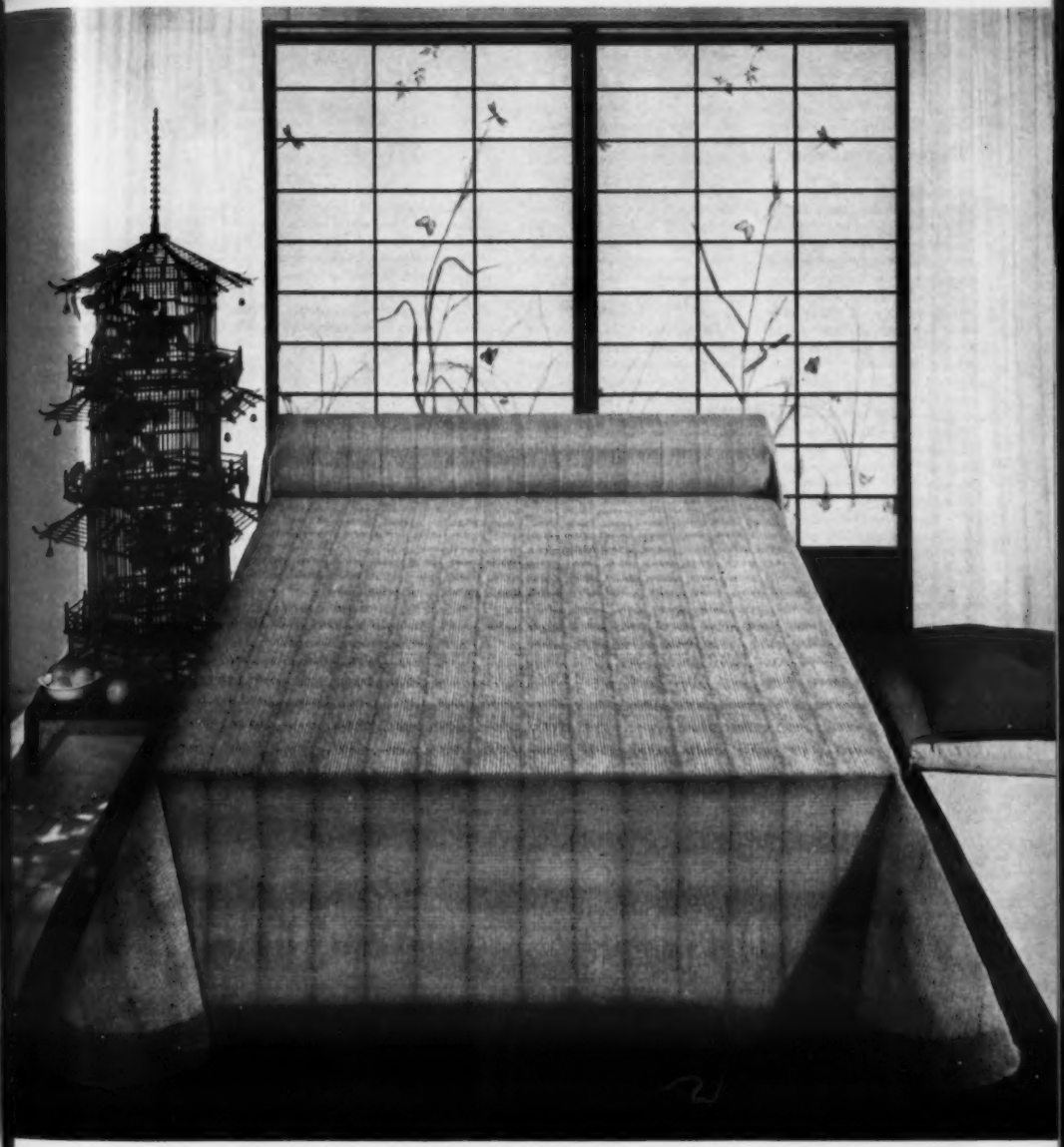
UTAH
Salt Lake City.....Auerbach Co.

VIRGINIA
Roanoke.....S. H. Heironimus Co.

WEST VIRGINIA
Wheeling.....L. S. Good & Co.

WISCONSIN
Milwaukee.....Boston Store

Morgan-Jones
402 Fifth Ave., New York 18, N.Y.



Morgan-Jones weaves Shadows . . . for enchanting bedrooms

There's room-flattering sorcery in Shadows' subtly muted plaid pattern of tiny, tight-woven loops . . . there's decorative magic in its new textured weave. Yet this enchanting bedspread is so down-to-earth practical—breezes through launderings, tumble-dries fresh as new, never needs an iron, never sheds lint. And it's yours in a rainbow-choice of 12 decorator colors—Topaz, Willow Green, Brown, Aqua, Bristol Blue, Moss, Sand, Pink, Yellow, Blue, Beige and Snow White—in big pre-shrunk prize sizes, twin or double, for just $14.98.

Slightly higher in the West.

MJ

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When children move [Continued from page 62]

tails, lest you create anxiety. Let them know what a wonderful adventure a change of homes can be, but be ready to admit that the unknown is not easy to look forward to, in any circumstance.

Try to avoid changing schools during the term. If they haven't participated in house-hunting, show the children the new home before moving in. If this is impossible, describe it as clearly as you can, or provide a snapshot. Every child enjoys preplanning his room arrangement on paper and deciding what color scheme he'd like. Children old enough to do so should be encouraged to weed out old things and pack their own books, records and souvenirs. This will give them a sense of participation and of being really helpful. But don't discard the toddler's favorite toy, even though it's a dilapidated wreck. It is wiser to dispose of it, if you have to, at the new address, after he's gotten used to his new home and no longer needs it.

If it's a move to another town, encourage your child of letter-writing age to send change-of-address cards to friends. It will give him a feeling of continuity with the friends he leaves behind.

During the move

On M-Day, let the moving-men take care of the furniture and household goods—they're the experts and that's their job. You concentrate on your children to make them feel secure. If there's an infant in your family, keep him close by and on schedule. Put aside a bag packed with bottles of formula, diapers, powder and other immediate necessities. For the entire family, fix two baskets: one with a picnic lunch and thermos bottles of hot and cold drinks; the other with toilet necessities (towels, soap, tissue). These will travel with you, rather than in the moving van, and will save time and tempers when you start unpacking in the new home later.

You can be sure that the toddler will get underfoot and into trouble if he isn't watched every minute. It may be best to have him spend M-Day off the premises with a relative or friend. If this isn't possible, someone should be with him all the time the moving-men are at work. If either parent cannot do this, call in a familiar friend or baby-sitter. It's best not to have a stranger look after your child during this emotionally trying time.

The teenager can help with the younger children and with small chores. However, you yourself will want to be responsible for valuables such as money, jewelry or important papers. Incidentally, notice that most moving-men dismantle the children's room last so that they can reassemble it first at your new home. They know how important it is to make children feel at home quickly, and seeing his own furniture in place helps reassure the child.

Although everything is topsy-turvy, make an extra effort not to lose patience with your child or to scold. While the movers do everything possible to make it easy for you, M-Day *is* a trial—a whole household is being taken apart and it means leaving the old and familiar for the new and untried. Here's where your nerves go through the acid test. If you can, be calm. Your young ones will certainly appreciate it.

After the move

After the moving-men have gone, you and your family face the task of "settling in." Everyone is a little tired and overwrought. Tempers may be touchy, so take it easy. There's plenty of time to make things tidy. The No. 1 job is to make the children and yourselves comfortable. So, sit down and catch your breath. Spend time with the children, giving them a chance to talk about the day, ask questions and make suggestions

[Continued on page 104]

MUSIC FOR LIVING

By DAVID RANDOLPH

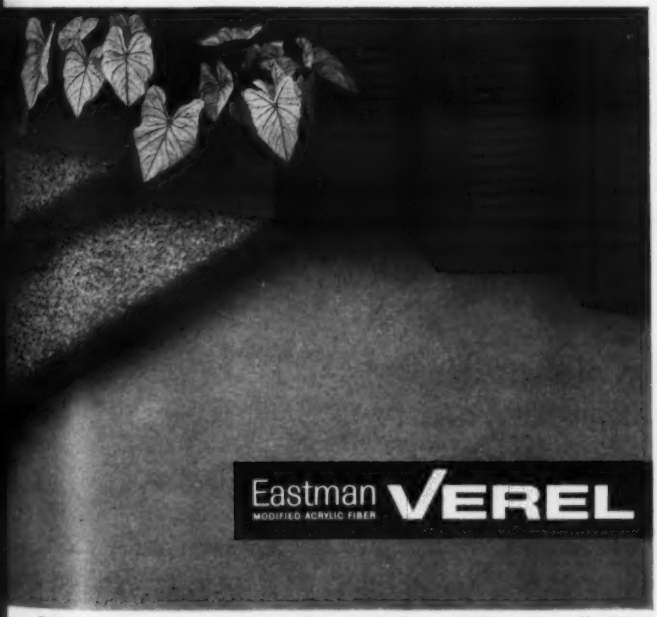
To my mind and ears, the organ is the king of all instruments . . ." So wrote Mozart in a letter to his father. Mention of the word "organ" may call forth different reactions in each of us, depending upon our previous exposure to the instrument. To many of us, the sound of the organ will immediately suggest the church. Others may recall the organ as it was used in the larger movie theaters, with its overly turgid tone qualities. On the other hand, some of us may think of the more self-contained tones of the so-called "baroque organ," which is becoming better known, thanks to recordings. This month's column will be devoted to exploring some of the outstanding organ discs.

The prominent American organist, E. Power Biggs, has recorded for Columbia a three-disc album called *A Mozart Organ Tour*. Mozart traveled throughout Europe as a virtuoso pianist and violinist, introducing his own compositions. During his tours he also visited the churches of the places in which he stopped, and played their organs. Thanks to his habit of writing letters to his family, we are in possession of an accurate account of the organs upon which he played. Mr. Biggs thought of the idea of tracing Mozart's steps, and of recording Mozart's entire organ output on the very instruments upon which the composer himself played. The result is a very imposing and valuable collection of records.

Surprisingly, despite Mozart's prolificacy in almost every branch of musical creation, his entire output for the organ is contained on the six sides comprising this album. The reason for his comparatively small body of organ works is not difficult to find. It was simply the fact that he was not commissioned to write many works for the instrument. Yet his interest in the organ began at a very early age (as did *everything* in the life of this genius). Mozart's father describes an incident that took place when the composer was just seven years old. He writes: "Two hours outside Wasserburg a back wheel" (of their carriage) "broke in pieces, and there we were stranded . . . In order to amuse ourselves we went into the church to look at the organ. I explained to Wolferl" (the name by which the child Mozart was called by his family) "the use of the pedal. He set to work to try it on the spot; pushed aside the stool and preluded away, as if he had been practicing the pedal for months. Everyone was amazed . . ." The album includes a large sixteen-page booklet containing photographs of the various organs, specifications of each of the instruments, and excerpts from Mozart's letter. Three of the six sides are devoted to all seventeen of Mozart's single-movement sonatas for organ and orchestra. They are all delightful, melodious pieces—and they are recorded in the Salsburg Cathedral, the very place in which Mozart himself played them.

Another monumental undertaking is Westminster's plan to record the complete organ works of Bach, with the American organist, Carl Weinrich. Since Bach composed extensively for the organ, Westminster anticipates that it will take twenty-two volumes to record his entire output. The project is well underway; the latest volume to reach my hands is Number 7, whose three discs contain the complete *Trio Sonatas*. The name stems from the fact that Bach treats each of the manuals (or keyboards) and the pedals as if it were a single instrument in a trio. A transparency of texture pervades in all of these works. In order that this transparency might

[Continued on page 102]



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the new luxury fiber

Beauty, beauty all around you . . . and not a yard of this luxurious new Sears carpet needs special pampering, because it's made with Verel. Eastman's new modified acrylic fiber is wonderfully rich and resilient . . . and it stays that way through repeated cleanings. In exclusive Harmony House styles and colors. Left: "Radiance," a looped-pile tweed of 100% Verel with a high-fashion slub effect . . . in five radiant colors, $8.95 sq. yd. Right: "Caravan," a Durablend plush pile of 80% Verel, 20% nylon, in 4 coordinating solids, $11.95 sq. yd.

Exclusive at Sears Retail Stores, Catalog Sales Offices or in Sears Fall Catalog. Call Sears for samples to be shown in your home without obligation. Sears guarantees satisfaction or your money back. And you can buy on Sears Easy Payment Plan.

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Drift back through the mists of time to Elizabethan England, to an age of discovery and adventure, to an age awakening and alive.

Here is the beginning of English country life . . . the manor house . . . the great estate.

Here stands the County Squire, our hallowed heritage of English gentry whose way of life struck the first sure spark for the family and for the warmth of home. COUNTY SQUIRE. The crackling, timeless spirit of the hearth so softly captured in solid native pecan wood.

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New "Hospitality Set"—complete 44-piece service for 8—only $69.75! This new low price for famous Community quality includes the handsome anti-tarnish chest to keep your Community carefree! Other sets from $24.95 to $114.75.

TASTE ON A

Somewhere in almost every house there is some space going begging. It may be a bedroom waiting to be a nursery or a nursery with its fledgling flown or simply a corner of the attic. If you have this problem, we have the answer —two of them, as a matter of fact, and here they are. One of them is for such feminine didos as knitting, sewing and a friend in to tea; the other is for the master of the house to get away from it all and fiddle with his fishing gear. Or write a short story. Or just sit. Nor will the equipment for these two ivory towers break the bank: everything comes through the mail: everything is found in *Your Money's Worth*; everything can be yours by simply filling out and mailing in the coupon below.

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I would like your list with full descriptive details about all the items in *Taste on a Postage Stamp*. I am particularly interested in the following:

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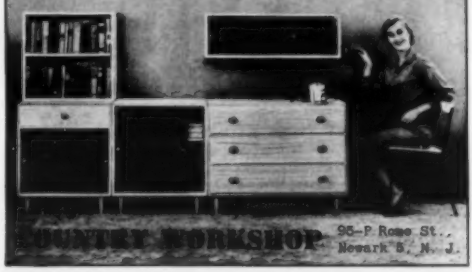
Send for free catalog of modern ready-to-paint hardwood furniture.



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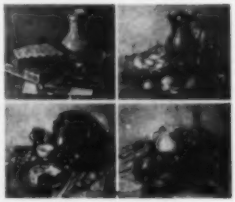

DUTCH "STILL LIFE"

Old books and bottles, old copper and pewter with fruits are nostalgic homey subjects in these new Still Life Oil Portraits by Henk Ben, the famous Dutch master. Exquisite in detail, warm in color with mellow wood tones and soft backgrounds, these lovely prints blend beautifully with any decor. A charming wall grouping or gift that belies our special low prices! Guaranteed to delight or money back. Ppd.

9x10" prints.....$1.50 SET of 4
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(No cod's please; Calif. resid. add 4% tax)

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BOWMAN'S
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Add brilliant color to your home, luxurious comfort to your hard furniture. Inch-thick foam rubber chair pads covered in rich pinwale corduroy does it! Order by size and color. Satisfaction guaranteed.

Large.....16½" x 18"—$3.98 each 4/$15.50
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Add 25¢ shipping for each pad ordered.

FREE Christmas GIFT CATALOG Write for it!

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MINIATURE HORSES IN WHITE PORCELAIN

Horses, horses, horses—you'll be crazy over these life-like horses exquisitely made of pure white Chinese porcelain. Each horse in the set of eight is in a different pose—and all have the detailed beauty for which Chinese porcelains are so famous. About 2½" high, they are choice items for both horse fanciers and collectors of miniatures or figurines.

Send for free gift catalog Set of eight—all different $2.95 postpaid
No C.O.D.'s, please

Artisan Galleries
2100-E10 N. Haskell Dallas 4, Texas

A gift of faith for now, Christmas and always, is the *Ave Maria* statue. The statue stands on a wooden base that houses a Swiss music box from which the strains of the *Ave Maria* are heard (assorted versions: Schubert, Gounod, de Lourdes). The price of the statue in ivory white is $5.95, plus 35c post; hand-painted, $6.95, plus 35c postage. Hildegarde Studios (L1058), 597 Farmington Avenue, Hartford 5, Connecticut.

Simplicity of design makes this Newport dining table an extra-wise investment. It will feel just as much at home in an early American setting as it will in a contemporary room. The pine top measures 45" across and the height is 29½"; legs are made of maple. Tables similar to this one can be found in the famous White Horse Tavern in Newport, which dates back to the American Revolution. The table ready to be assembled is $32.95, express charges collect. Hagerty Company (L1058), Cohasset, Massachusetts.

Now is the time to choose Christmas cards and it means so much if your card is personally your very own. For instance, this charming one pictured here, in a deep-blue background with your address printed on the mailbox and the warm message and family name inscribed in sea-foam white. For only $2.95, ppd., you'll receive 25 French-folded (4¼" x 5½") cards. A free 36-page catalogue of greetings is also available from Kimball Printers (L1058), 450 Bond Street, Oshkosh, Wisconsin.

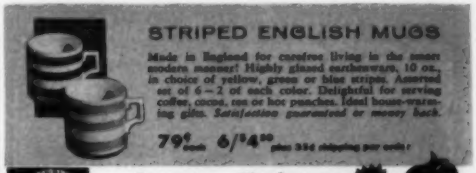
We couldn't agree more with the various poets who have extolled October's bright-blue weather and nut-brown ale, but we are particularly fond of the month because it's such a nice time to get in out of The Great Outdoors. We've got the fire laid, the curtains drawn and Your Money's Worth *on our lap. Our purpose? To be an early bird: to order up our Christmas cards, to buy a gift or two (especially the personalized kind) for faraway friends, and to see what we can do about being the winter's most fascinating hostess. And don't forget, all nonpersonalized merchandise—if not satisfactory—may be returned with the assurance that your money will be refunded in full.*

Jeanne Budde

A miniature pearl suspended from a gossamer chain to be worn at the hollow of the throat with everything from sportswear to evening dress. The pearl is a lustrous 7mm cultured one and the 15-inch chain is 14K gold. A lovely way to remember her and have her remember you! The price is only $4.95, ppd. Order from Holiday House (L1058), Bellevue Theater Bldg., Upper Montclair, N. J.

Grandmother's gallery . . . a novel way of showing off the grandchildren, relatives, etc. Each Victorian-styled frame is delicately designed in 18-carat gold-plated metal and each frame is made to hook into the other to form a wall panel. Frames measure 2½" in diameter, and are so designed that additional frames can be ordered and easily attached as the family grows. Each frame comes engraved on the golden bow with the name of the child, etc. for $1.00, ppd. Ward Phillips (L1058), Carpentersville, Ill.

Sip 'n' chat personalized coasters, a clever and useful gift to give or get. Each coaster is highly absorbent and comes personalized with two first names or a last name, whichever you prefer. The personalization is gold on white background with brown lettering. 75 to the set, $1.95, ppd. Order early for Christmas giving. Glasscraft (L1058), 920-L Chicago Ave., Evanston, Illinois.



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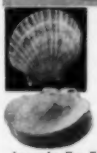
79¢ each 6/$4.50 plus 35¢ shipping per order



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Ask for Style 610 Satisfaction guaranteed

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TOWEL STAND BEAUTY FOR YOUR BATHROOM

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$14.95

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Satisfaction guaranteed.

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BOX 335 EVANSVILLE 4 INDIANA

"Greatest design bargain in chairs today!"

says Gene Callahan, noted decorator

THE VIKING CHAIR

a rare find at $9.95

Fully Assembled

Acclaimed by many decorators for its wonderful style and modest price, this remarkable chair is solid hardwood throughout with handwoven fibre rush seat and curved backrest, 30" high. Seat is 18" x 15" x 18" high. Special construction (lock-joint) for lasting sturdiness. Unfinished (ash wood) $9.95; Natural Finish (ash wood) $10.95; Maple, Walnut, Cherry, Pine or Mahogany Finish (birch wood) $12.95. Minimum order is two. 10% discount on 6.

Shipped direct to you from our workshop. Quick delivery. Express charges collect. Satisfaction guaranteed. Send check or money order.

Jeff Elliot Craftsmen

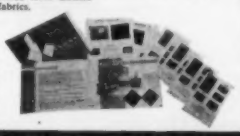
Dept. L-108 CHARLOTTE 1, NORTH CAROLINA

BUY DIRECT FROM FACTORY
SAVE 1/3

This complete room cost you only $446.00 from Dixons depending on choice of fabrics.

COMPLETE LIVING ROOM and DINING ROOM GROUPS
Shipped right to your door, completely finished . . . assembles easily in minutes. Made of fine hardwoods, oak and cherry, with full molded foam rubber construction and full bodied mar-resistant finish.
EXCLUSIVE! All Dixons upholstery is changeable. An exclusive tension clip principle allows you to replace worn or soiled upholstery in minutes. Not sold in stores.

SEND 50c FOR THIS EXCITING CATALOG
Shows both living room and dining room groups. Comes complete with wood swatches of available finishes and fabric swatches of over 32 quality upholstering materials. Send 50c today.



DIXONS FURNITURE COMPANY
DEPT. J-157 PITTSFORD, NEW YORK

OFFICIAL SCALE BLUEPRINTS
U.S. ARMY MISSILES
• JUPITER C—SATELLITE MISSILE
• TALOS • HONEST JOHN
• NIKE AJAX

Ideal for wall decorations—playroom, den, bar, or office—perfect for any man or boy. Accurate reproductions from official model blueprints *released* by U.S. Army. Two 11" x 17" and two 17" x 22", they are beautifully lithographed on quality stock for hanging or framing. Each shows details to scale and dimensions. AMAZE AND DELIGHT FRIENDS—THEY'LL WONDER WHO YOU ARE TO HAVE ACTUAL SCALE DRAWINGS! Complete set of 4 with 2 free 8 x 10 duo color prints of real missiles in action in striking "Missile" Gift Tube . . . only $1.98 postpaid.

HILLSBARON, Route 109, Dept. A, East Wolfeboro, N. H.

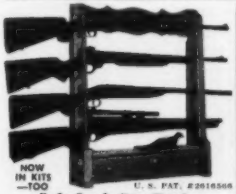
Early American Hooks

Authentic reproductions of a very old pattern. Finely detailed cast metal, 6" high, with 3 hanging points. For coats, hats or Dad's umbrella in entrance hall; for robes or towels in bathroom; for potholders or plants in kitchen; or, of course, on the closet door (makes swell belt holder). Unique gift choice. Imaginative decorator accents. Available only from Southern Showcase in your choice of antique black or antique brass. Order several pairs today! Immediate shipment. Money back guarantee.

Black.....$2.50 per pair, postpaid
Brass.....$4.50 per pair, postpaid

SOUTHERN SHOWCASE
Dept. LH, P.O. Box 547, Memphis, Tenn.

Send 10c for CATALOG of Early American Decorator Accessories



NOW IN KITS —TOO

U. S. PAT. #2816508

Safe-Lock Gun Racks

Displays your Guns . . . Protects your Family
THE GUNS AND AMMUNITION ARE LOCKED IN

These handsome sturdy gun racks safely lock guns in the desirable display position. Large drawer locks up ammunition, hunting knife, pistol, cleaning gear, etc. One key unlocks drawer and guns. Guns cannot fall or be taken out. Children, friends cannot tamper with them. The only one of its kind. Finely hand crafted and finished in satin smooth honey-tone knotty pine or a lovely maple or mahogany finish.

4-Gun Rack—24"x28" (*illustrated*) $19.95 } *Exp.*
6-Gun Rack—24"x40" (*taller*) $29.95 } *Chgs.*
3-Gun Rack—24"x21" (*no drawer*) $12.95 } *Col.*

IN COMPLETE KITS—for easy, 1-hr. home assembly. Prefitted, drilled, sanded, etc. with simple instructions.

4-Gun Rack—$11.95 *Ppd.* }
6-Gun Rack—$17.95 *Ppd.* } *Add 10% W.va of Mississippi*
3-Gun Rack—$ 7.95 *Ppd.* }

Immediate Delivery Money Back Guarantee

Field House
Dept. L10-8
North Conway, N. H.

Set Of President Coins - $1

Beautifully sculptured likenesses of each President of the United States—from Washington to Eisenhower—appear on each of these 33 different Coins. Gleamingly gold plated, they're a great collection souvenir. Makes history a snap to learn! You get a separate coin for each of the Presidents. In clear plastic box. *You must be pleased or your money back!* Only $1, postage paid. Order PRESIDENT COINS SET from Sunset House, 2638 Sunset Building, Beverly Hills, California.

YOUR MONEY'S WORTH

A lamp based on a white apothecary jar is decorated with a fern rose design, raised enamel dots and coin gold bands. A drum shade of laminated white linen on paper completes a lovely bedroom or living-room accessory. Available in two sizes: 23½" lamp with 13" diam. shade, $16.50; pr., $32.50, ppd. (add $1.00 west of Miss.); 19" lamp with 10" diam. shade, $12.95; pr., $25.00, ppd. (add 75c west of Miss.). Jenifer House (L1058), New Marlboro Stage, Gt. Barrington, Mass.

The egg and you will become better friends when this little ringing egg-timer sounds off your preference for soft, medium or hard-cooked. It's a very clever device, made in West Germany, stands just 6" tall, to time long-distance phone calls when you are not preparing eggs. $1. ppd. Chateau International (L1058), 7848 Chastain Avenue, Reseda, Calif.

Take a rock crystal star and put it on a sterling-silver chain and wear it as a most effective and dramatic necklace. The chain is a regular 15" length and we like to think of it as a lovely piece of evening jewelry. It will make a charming gift and this ¾" star is within your reach, just $2.75, ppd., tax included. Order from Edward Ziff (L1058), 1534-A Merchandise Mart, Chicago 54, Illinois.

Parade a line of these college pennants along the wall, the teenagers will love them. Ideal for the bedroom, playroom or den, you'll receive enough to decorate two walls . . . eight college banners in full color, plus fun signs like, *Bird Watchers Award, Enlist Now, No Parking, Private*, etc. Only $1.50, postpaid the complete set. The Mart (L1058), Box 41, Woodland Hills, California.

HERE'S THE BEST GREETING CARD BUY YOU CAN MAKE!

Personalized PHOTO CHRISTMAS CARDS
Complete with envelopes

25 for only $1

Please add 35c to cover postage and handling

Limited Trial Offer. 1 order per customer.

This year say "Merry Christmas" the friendly "personal visit" way! Send your own favorite PERSONALIZED picture of family or loved ones.
Here's all you do: Simply send your order with your favorite negative or photo. (If negative is not available send 50c and photo for a new negative.)

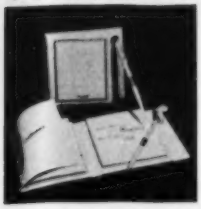
FREE SAMPLE— See before you order! Send negative, returned with double weight office sample and new 1958 designs.
NO OBLIGATION. SATISFACTION GUARANTEED!

*One sample per customer
No free sample after December 1st.

PHILIPS FOTO CO.
Dept. L10.
Irvington, N.Y

GOOD NEWS for house plant lovers is the new planting soil discovery, Styra-Soil. Cleaner, lighter, prettier than dirt, it comes in COLORS! Styra-Soil has both plant food and sour preventive added. Needs water only every 3 to 4 weeks. Perfect for any non-draining container, but especially good in glass, where color shows through. Enough Styra-Soil for six average plantings, $2.25 ppd. Pick color: red, pink, white, blue, yellow, green, or multicolors. Francis Co., Dept. 1J, Box 10091, Memphis, Tenn.

YOUR MONEY'S WORTH



Leather desk set to give a him or her. Available in ivory for the ladies and brown for the gentlemen. The 5" x 5½" set when open has an address index on one side and a memo pad on the other. Your choice of initials or complete name is personalized in gold. The set also includes a matching holder and ball-point pen. $4.00, plus 25¢ post. Jandan (L1058), Box 1448, Chicago 90, Illinois.

Raise your steins and spice up your dinner. These salt and pepper shakers are cleverly designed to look and act like German beer steins. Just open the top and there's your shaker. The set is made of *Brillium* that looks and shines like silver. If you know someone who collects mugs and steins, we think they'd love a set of these. $1.95, postpaid. Order from Kay Enterprises (L1058), Post Office Box 36632, Los Angeles 36, California.

Set a gay mood for your party or shower with these enchanting, delicately designed little swans. Perfect as candy cups or place-card holders, you can also float them on water for a delightful centerpiece. You can even fill them with flowers, or use as individual sugar dispensers. Strong, durable styrene, use them over and over again. Choice of pearllike blue, pink or white. 12 for $1.00, ppd. Carol Beatty (L1058), 26 Beatty Bldg., Culver City, California.

Ticktock goes the little calico horse with a sunflower pendulum to entrance the youngsters while they are learning how to tell time. The clock measures 7½" in over-all height and is made of sturdy plastic with a guaranteed movement, is key wound. Decorated in storybook colors of red and white polka dots, it's a must for the nursery but can be just as much fun on the kitchen wall. $4.25, ppd., tax incl. Artisan Galleries (L1058), 2100 North Haskell Ave., Dallas 4, Texas.

Child's Stretch Hood, Mittens. Cuddle and coddle them in head to fingertip blissful all-wool warmth when wintry breezes blow! The beautifully knit set is 100% virgin wool in brilliant red. Hood will fit any head size and has button closing at neck. Mittens fit sizes 4 to 7. Order **0025-6**, Hood and Mitten set, postpaid. **$3.98**

Tubbable Terry Lamb has a right to wear such a demurely smug expression—she knows that it's love at first sight with all who see her! Of soft, non-allergic foam rubber, lamb is covered with thick white terry—she goes right into the washer and comes up clean! 12½" high with bow and bell. Order **4029-6**, Lamb, **$2.00** ppd.

Goldilocks House lets you act out your favorite story of Goldilocks and learn hand-eye coordination, piece and puzzle fit at the same time! Wooden house is beautifully done in non-toxic colors and is 2½" x7"x9" high. Four blocks fit the push-through holes in the roof—each with a different character. No. **2406-6**, Goldilocks House, **$2**

Ring For Refill Mug. Milk goes down the hatch with ease when a beaming bovine eggs you on and you drink it to the merry accompaniment of a jingling cowbell! Fascinating ceramic mug has a 3-D cow face on the wide, copper jingle cowbell, non-slip, firm grip handle. 10 ounce capacity. Light tan color. Order **3514-6**, Mug, **$1.00** ppd.

Free Catalog

Write Today For Exciting 184-page Catalog of Gift Ideas!

Miles Kimball 233 Bond Street Oshkosh, Wisconsin

FOLDING LORGNETTE

Now, you can easily read menus, phone books, price tickets, etc., and stay smartly chic. Just whisk this lovely lorgnette from your purse and read with ease—without awkward fumbling for glasses that mess your hair. Beautifully bejeweled, it folds compactly so you can keep it handy. Quality magnifying glass lenses make even the finest print readily legible. Dark simulated tortoise shell or Pink simulated pearl lorgnette with sparkling fake jewels. *(Also available plain without decoration.)*

Ideal "Different" Gift **$4.95 ppd**

JOY OPTICAL CO.
90 D Fifth Ave., N. Y. 11, N. Y.

FACTORY SECONDS
FOAM RUBBER
THROW PILLOWS

complete with zippered washable corduroy covers

in White, Black, Aqua, Red, Copper, Emerald, and Gold.
12" Round or Square

2 FOR $5.00 POSTPAID

Send for Free Catalog

replace old sofa & chair cushions with Foam Rubber at 50% savings on seconds.

Complete listings of foam rubber.

PERMA-FOAM
390-V Nys Ave. Irvington, N. J.

BABY'S *first* worldly possession

What a wonderful idea! Now you can have a cherished memento of that happy day. Baby's hospital identification bands, necklace or plastic band . . . yours to treasure forever this lovely permanent way. Just send them to us. We'll embed them in a sparkling 3" square lucite paperweight with baby's full name and birth date in gold script. Delightful accessory for now and for always . . . a charmingly different gift for the new Mother.

Just **$4.95** postpaid
C.O.D.'s Accepted
Your precious mementos returned to you via insured mail.

Keepsake Shops Union City 2, N. J.

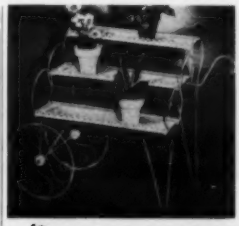
STACKING STOOLS from SWEDEN

for genuine birch **5.95** per stool
for genuine teak, walnut rosewood or mahogany **$6.95** per stool

Made by Swedish craftsmen and finished to that fine furniture look worthy of a place in your living room. Beautiful, individual serving tables or TV seats as well constructed each will support the heaviest of persons. 18" height. 14" diameter tops . . . alcohol and hot beverage proof. Satisfaction guaranteed. Shipped Express Charges Collect. No C.O.D.'s please. Send check or money order.

Catalog Available . . . Hundreds of Scandinavian Imports . . . Etc.

Scandicrafts
Dept. L50, Ardsley, N. Y.



***Parisian* PATIO CART**

Very gay, very Continental to show off your plants on this charming cart. Or wheel in the breath of a Paris springtime as you serve refreshments off it on the patio. Lacy white metal cart with three 6½" deep shelves and delicate wire scrolling. 25" ht x 22" wide x 18" deep. Specially priced too! Now just **$7.95** ea. plus Gov. Shipping

FREE Christmas Gift CATALOG Write for it!

Foster House
430-C10 S. Jefferson, Peoria, Ill.

Save money and time . . . order by mail

The Telephone Greeting

AS PERSONAL AS A FRIENDLY CALL FROM YOU!

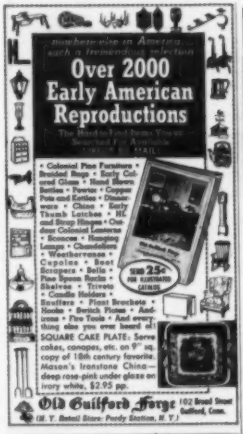
The design is done in raised frost-white on velvety deep blue paper French-folded to 4¼" x 5½". Your phone number, name and message are in a casual lettering that looks as though it had been hand-lettered for you.

Don't be surprised if this Card inspires your friends to phone and tell you how much they enjoyed your Christmas Greeting! Your own phone number is part of the front cover message. Inside your name appears as signature to the message which reads: "Person to Person to wish you ringing good cheer for Christmas and a Glad New Year." With white envelopes, 50—$4.95; 75—$6.90; 100—$8.80 postpaid. Money-back guarantee.

25 Cards — Only $2.95

Kimball Printers 470 Bond Street Oshkosh, Wisconsin

Free Catalog! Your friends will be delighted! Don't be surprised if they phone and write you to tell you how much they like your Christmas Card this year! Free 36-page catalog of new, completely personal Christmas Cards. Write for yours today!



Old Guilford Forge 102 Broad Street Guilford, Conn. (N. Y. Retail Store: Purdy Station, N. Y.)

COLORFUL, COLLAPSIBLE CONTAINERS

Give your home a bright Oriental accent with these smart, octagonal baskets. On each side is quilted and appliqued one of the 8 famous Chinese Immortals. 3 sizes in red, green, blue or chartreuse. Lg. 11" deep, 2.25; Med. 9" deep, 1.75; Sm. 5½" deep, 1.25 each.

Set of 3, $5 ppd.

Send CK or M.O.

KAY ENTERPRISES
Box 36632-L11 Los Angeles 36

See The Miracle Of Birth!

New mystery aquarium contains living tropical fish. See the MIRACLE OF BIRTH before your eyes as the mother actually bears living, swimming baby fish! Mystery crystal ball has no visible opening, yet the fish live and breathe. Watch them eat, play, flirt. An educational gift for children. A handsome ornament. Pets live and thrive with minimum care. Male and female are *guaranteed to arrive alive — and to give birth — or your money back!* Only $2.98, postage paid. Order MIRACLE OF BIRTH from **Sunset House, 2840 Sunset Building, Beverly Hills, Calif.**

SWIVEL CAPTAIN'S STOOL

Sturdy, Concealed Ball Bearing Swivel

Now . . . a swivel stool styled for the home. For the drink bar, food bar, kitchen counter, work or drafting table, office, etc. Ideal child's dining chair (turnings on legs allow easy slicing off as child grows). Large, contoured seat and wide curved back give maximum comfort. Rungs are just the right leg height for young or old. Thick knotty pine seat and back—hardwood legs and rungs. In finest hand crafted quality. Beautifully finished in mellow honey-tone knotty pine or maple.

COMPLETE OR IN EASY 1-HR. KITS

Seat ht. 30 in. or 24 in. (Specify). **Only $16.95**
COMPLETE KIT for easy assembly. Prefitted, drilled, sanded, etc. with simple instructions. **$11.95**
Shipping Charges Collect
NEW 48-PAGE CATALOG—200 PIECES of Finished and Kit Form Furniture in Friendly Pine. Send 10c coin or stamps.

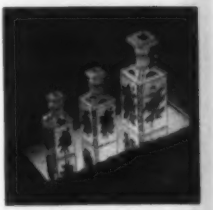
Immediate Delivery Not Sold in Stores Money Back Guarantee

Field House Dept. L10-8 North Conway, N. H.

YOUR MONEY'S WORTH

Lovely scenes by Currier & Ives have been reproduced in full color on snowy milk-glass plates (9½" in diam.). Several of these will make an especially fine gift for a homemaker. They are ideal for serving or can be handsomely displayed on a hutch in the dining room, den or hung in a grouping in the breakfast room. Only $2.95 a pair plus 25c postage. Order from Foster House (L1058), 430 South Jefferson, Peoria, Illinois.

Hand-painted oil portraits of you or your loved ones, a lovely way to say Merry Christmas, Happy Birthday, etc. Your photograph serves as a model for talented artists who will do a true likeness, portraying personality of subject, richness of color, sublety of light and shade. Send photo, which will be returned, with description of clothes, hair, eyes, skin. 3 to 4 weeks delivery. 12" x 16" canvas, $29.95; on silk, $19.95, ppd. "Artists Studios" of Ess-Dee Ind. (L10-58), 240 E. 92nd St., Brooklyn 12, N. Y.



Like to primp? And what woman doesn't? That's why we think you'll like this set of imported white china bottles, decorated with hand-painted flowers and gold highlights. The bottles range from 5½" to 8½" tall and the set of three is $4.95, ppd. Now for the tray to set them on. It has a mirrored top, 9" x 16", with a white, gold, pink, turquoise or black custom-design wrought-iron border for $5.95, ppd. Order from Unique Gifts (L-1058), P.O. Box 164, Glen Ridge, N. J.

HARVEST TABLE

Sturdy authentic Colonial Reproduction blends with modern or colonial furnishings. Custom-built by master craftsmen to last a lifetime. Made of solid birch with hand-rubbed finish in antique maple, dark pine or mahogany. Comes with peg leg (illustrated) or Pembroke leg. 40" wide with leaves up, 22" with leaves dropped. 6' long, $75. 5' long, $70, and 4' long, $60. Unfinished, each size, $10 less. Exp. Coll.

TEMPLETON CRAFTSMEN
Dept. 630 Templeton, Mass.

FIT FOR A VIKING

In the contemporary tradition . . . this handsome condiment set of salt and pepper sellers, sugar pot and tray is made of heavy gauge copper and stainless steel. Designed with you, the modern homemaker, in mind, this four-piece set is imported from Norway; created by a famous industrial designer so that you will find the conical shaped salt and pepper sets difficult to tip over. Only $8.95 complete, postage paid. Send check, cash or money order to

TRANSEUROPA IMPORTING CO.
229 Berkeley Street, Boston, Massachusetts

12 RARE JUNGLE BUTTERFLIES $1

★Vivid Exotic Colors
★Ready to Mount

Tropical splendor to make stunning conversation pieces of your table and dresser tops, serving trays, waste baskets or framed! Gorgeous specimens up to 3" across are genuine, imported beauties. Each processed to lay flat.

Add stunning beauty to your home at this fantastic, never-before price—a dozen all different for just $1. Order several sets while they last and remember some for the youngsters too!

GREENLAND STUDIOS, Dept. L-10
5858 Forbes St. Pittsburgh 17, Pa.

YOUR MONEY'S WORTH

Riding high on the list of unusual accessories is a junior version of the famed *Ship of the Desert* camel saddle. Measuring 21½" long, 11½" wide, 11½" high, it makes a wonderful footstool or TV seat—handcrafted in Morocco—with a luxurious sheepskin cushion in red, green or beige, on a blond, black or mahogany frame. It is equipped with a brass bell and studs and the legs are rubber-tipped. $17.95, ppd. Desert House (L1058), Box 802, Apple Valley, Calif.

Teacher's pet is *Hand-Gienic* . . . the automatic pencil for chalk. It will hold any standard blackboard chalk and is scientifically balanced to make chalk writing easy. It eliminates chalk dust on hands and clothing, fingernail scratching on the board, screeching and crumbling of chalk and will hold a piece as small as ¼". Made of sturdy metal with a jewellike 22K gold cap and onyx-black barrel, 4½" long, ⅝" in diameter, $2.00, ppd.; $5.00 for 3. Hand-Gienic (L1058), 2384 W. Flagler St., Miami 35, Florida.

Let's all eat cake from this charming pedestal plate. 10" in diameter and 4" high, it is decorated with pink roses and trimmed in gold with this frosty little saying: *I knew you were coming so I baked a cake*, or if you prefer, *So I bought a cake*. A bit of whimsey with a great deal of usefulness for just $2.75, ppd. Monogram Shop (L1058), 80 Westminister St., Providence, Rhode Island.

PRE-XMAS the Butterfly GIFT SALE

PAJAMA/SLIPPER SET

GLAMOROUS ORIENTAL SLEEPING SET at a bargain import price

NOW 4.88 PAJAMAS, SLIPPERS and CARRYING BAG $10.95 Value

Designed and made exclusively for us in beautiful Oriental Fujiette fabric. Has gorgeous hand printed butterfly patterns. Comes in its own matching travel bag with matching fur trimmed slippers. Specify size: small, med., or large. In assorted pastel colors.

imported casual KIMONA SET

3 PIECE SET for only $4.88

KIMONA, SLIPPERS and TRAVEL BAG

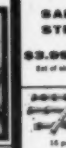
A figure flattering, glamorous Geisha inspired wraparound. An exciting addition to your wardrobe. In beautiful butterfly patterns with pastel background. Comes with matching fur trimmed scuffs and travel bag.

Sizes in small, medium and large.

$10.95 Value

KUTANI hand-painted WALL TILES

Traditional Japanese artistry creates this dramatic new wall decoration . . . new imported directly-to-you. Adds a glamorous note to any home. Four lustrous white tiles are mounted in an ebony-black frame. Vibrantly-colored scenes are hand-painted on the tiles, fired-on for lifelime beauty. Scenes available are: Birds, Tropical Fish, Flowers or Landscapes. Picture size: 8"×24". $2.99 each. $4.99 Set of 2. A $5.95 VALUE



SAMURAI STEAK KNIFE SET

Glamorous, exotic knife set for the hostess who likes the unusual. Use in dining room, lanai or patio. Dramatic black lacquered wood handle and sheath with carved and colorful hand painted design. Blade of precision honed gleaming steel . . . 5½" long. Handle 4" long. $6.00 Value

$3.99 Set of six

KUTANI TILE PICTURES

The newest addition to this glamorous line of tile pictures. Ideal for modern wall groupings. Same scenes as tiles above except whole scene is on one tile. Size: 8"×8". Worth $4.95 each.

$1.98 each 3 for ONLY $2.99

bamboo handled STAINLESS

Dine in casual elegance, indoors or outdoors. Gleaming stainless top with carved bamboo handles. 16 pcs., four 4 pc. place settings. $12 value.

16 pcs. $3.89

DO-IT-YOURSELF Kutani TILE PICTURES

Some type tiles as above but not mounted or framed. You set them together to form a picture. Use in patio or den floors, set in fireplace or hearth, make top on cocktail table, etc. Three scenes: Birds, Kabuki Dancer or Geisha Girl. Size 4-1/4" tiles.

$2.99 Set 3

Portable HAND MIXER

Ideal for food, paint or other light ingredients. Simple & safe to operate. Double intermeshed mixing heads run silently on sturdy Nylon gears and bearings. All plastic case. Ideal for the camper or on picnics, etc. Requires no 3 ordinary, lipstit flashlight batteries.

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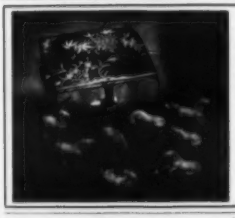
TERMS: Send check or M.O. 1/3 dep. with C.O.D.'s all items F.O.B. Calif. unless, Calif. residents add 4% tax.



CHINESE HORSES

FOR THE COLLECTOR'S SHELF

This set of EIGHT 2¾" long BONE WHITE PORCELAIN CHINESE HORSES made in various poses are packed in a beautiful SILK BROCADE BOX that can be used for many purposes. An unusual . . . "TWO-IN-ONE" GIFT. Shipped directly from Hong Kong . . . allowing 4-6 weeks for delivery. Postpaid . . . plus 25¢ U.S. Foreign Postage charge collected upon receipt.

Free Catalogue of Other Oriental Items Available

Set of (8) Horses & Silk Brocade Box

$2.75

Also available in hand-carved ivory . $7.50

Orient Traders

155 East 54th Street, N. Y. 22, N. Y.

Century Re-Styles and Repairs Shoes

THE FACTORY WAY

PUMPS CUT DOWN . . . shell or D'Orsay style. 3.95

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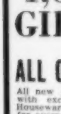

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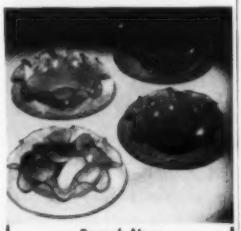

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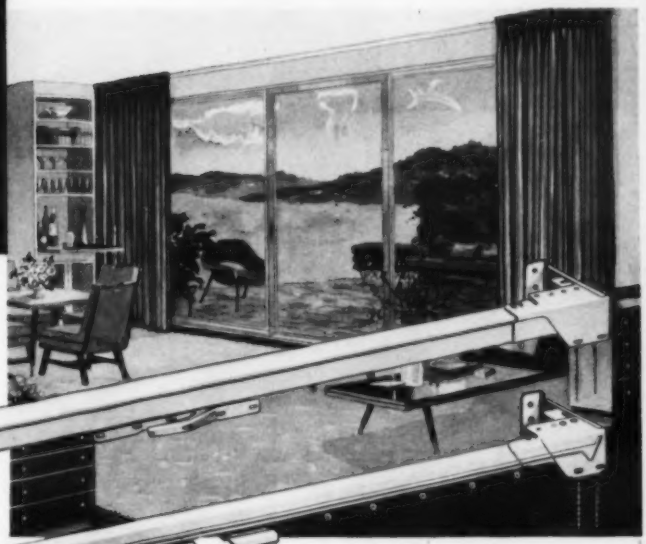

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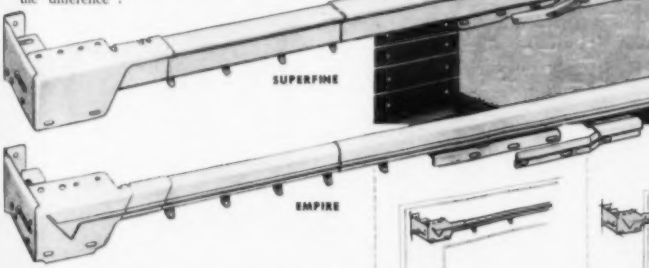

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Here's the personal, warm, friendly way to say Merry Christmas. Send negative (+10c postage & handling) of your baby, home, family etc. for FREE 4¼ x 5½ deluxe sample card. Reg. returned with FREE sample style booklet. (New neg. from photo or Polaroid snap, add 50c). See before you buy! EXTRA FREE GIFT with orders post-marked by Nov. 15. Satisfaction Guaranteed!
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For Proud Mothers and Grandmothers
She'll wear her heart on her wrist, and proudly proclaim the beloved children or grandchildren, when she encircles it with a bracelet of our SOLID STERLING SILVER or 12K GOLD-FILLED Baby Shoes or Silhouettes. Each ⅝", adorably crafted charm is engraved with a child's first name and birthdate. Of excellent weight and quality, they make treasured heirloom gifts. Add more as the family grows. Prompt delivery.
Baby Shoes, each $1.95 Silhouettes, each $1.10
7¼" Bracelet $1.95 7¼" Bracelet $1.10
Prices include engraving, tax and postage.
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Our ceramic cornucopias display a charming arrangement of delicately fashioned flowers surrounding a single candle to make interesting companion pieces to your dining pleasure. Made of finely glazed imported white pottery, in the form of a tri-legged cornucopia straight from Greek Mythology, they stand 4" high. Sent postpaid for only $3.95 a pair.
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Make Them Now From Kits For Xmas

All Sizes COMPLETE IN EASY 1-HOUR HOME KITS

MAGAZINE RACKS
These large, handsome wall racks prevent "magazine mess". Magazines will not "slouch" or bend. Each is held upright, each is visible for convenient selection. Beautiful in the home. Perfect in office or reception room. Complete racks in satin smooth, honey-tone knotty pine or maple or mahogany finish. GO IN KITS for easy, home assembly. Precision cut, drilled, sanded, etc. with simple instructions.
For 30 magazines 23" x 27" (Ht.) $17.95.
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3 pcs. handpainted $20.00 ppd. White $10.50 ppd.
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Complete Hummel Nativity Set available.
Your life time cherished possession.

36 Beautiful "Hummel" Christmas Cards in colors, assorted with env. $2.35 ppd.

AUTHENTIC M.I. Hummel

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"The Mail is here" Plaque 7 x 4½ $9.98 ppd.
Same in Figurine 6¼ long $25.00 ppd.

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This sparkling collection of Dixon tables is of selected oak and cherry hard woods. The exceptionally fine finish is full bodied and mar-resistant. These tables come right to your door completely finished and assemble in minutes. Not sold in stores. Save up to ⅓ and more.

50c brings you this complete Dixon catalog showing living room, bedroom and dining room including fabric and wood swatches. Send 50c today.

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Dept. J-156, Brooklyn 1, New York

from Haiti
mahogany
NUT DISH

ONLY $1.35 each postpaid

Hand-sculptured in Haiti of smooth solid mahogany for serving nuts, pretzelettes, cocktail snacks, mints, etc. Designed by Umanoff, it's a piece you'll prize as a notable achievement in modern wood sculpture. Scatter several around . . . for convenience and for their pure decorative beauty. (And we couldn't think of a nicer "more-taste-than-money" hostess gift!) 12" long in satin-finish natural mahogany.

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Dolphin-mirrored sconce, a decorative accessory that will lend a feeling of warmth and elegance to your traditional décor. Made of gleaming solid brass, it has been lacquered for permanency and does not require constant polishing. Complete with beveled mirror, it measures 20" high by 8" wide. $24.50 per pair, exp. chgs. coll. Set of 24 imported crystal prisms, $3.50. Catalogue on request. Suburban Décor (L1058), Post Office Box 158, New York 33, New York.

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DEPT. L-108 P. O. BOX 4957
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Personalized silhouette serving tray, a gift the entire family will enjoy. Choose the individual silhouette for each family member from a selection of over 60 silhouettes that will be sent you on a postage-free order form. First names and family name will be hand-painted to contrast with the black silhouettes and neutral-colored tray. The 9" x 15" metal tray wipes clean with damp cloth. $2.95, ppd. (Maximum of 6 silhouettes each tray.) Spencer Gifts (L1058), Spencer Building, Atlantic City, New Jersey.

Personalized Marble Minder. A marble minded young one would consider this the prize gift under the tree! Plastic Marble Minder holds 24 marbles—press trigger at the bottom and a marble falls out and can be reinserted at the top. We'll put his name on the 5"x4½" case in big letters. Slots attach to belt. **E692-6,** Marble Minder, **$1.00**

Imported English Water Colors. Own this and you practically have a corner on the water color market! There are 108 cakes in the set and an English artist's brush. The big 14"x9½" metal box has white enameled interior—cover is indented into 12 mixing pans. There isn't a color you can't create with this set! Order **4696-6**, Water Colors, **$2.00**

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Goomicus—Alphabet Soup Word Game comes with a big plastic soup bowl filled with dozens of letters, four place mats, a ladle and score sheet. Dish up two ladles of letters and start building words. After 15 minutes the one with the most words is the winner—if you score 100 you're a gourmet! No. **2112-6,** Goomicus, **$1.98** by mail, ppd.

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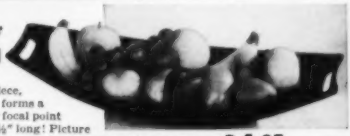

Satin-black centerpiece, molded of Ebonite, forms a completely exciting focal point on the table. It's 19½" long! Picture it with colorful fruit . . . autumn vegetables . . . or Christmas greenery. Or use it as a fabulous bread tray! Whatever the table setting, this is sure to enhance it. Makes a wonderful gift for hostess or bride.

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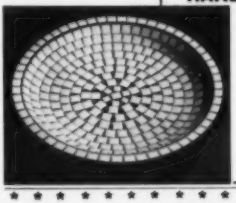

From Denmark, an exquisitely crafted shallow bowl of striking white mosaic tiles on black ceramic. In a variety of sizes, they can be used as candy dishes, fruit and flower holders, serving trays for canapes, sandwiches. A superb gift for a modern bride or hostess.

5½"	$ 3.00	7½"	$ 5.50
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A sensational new gag! Realistic, skin colored Spook Hand has red fingernails, bony knuckles. Picture this fantastically real fake hand poking out from your auto trunk, "opening" a door, or clasping your shoulder. Sticks anywhere with adhesive tape included. Use over and over. Weird! Astonishing! Great fun gag! *You must be pleased or your money back!* Only $1, postage paid. Order 'SPOOK' HAND from Carol Beatty, 2636 Beatty Bldg., Culver City, Calif.

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Value discovery from abroad! Handsome pure white porcelain warmer-server, 4-cup size, boils in 2½ minutes. Saves time and steps. Makes instant coffee, heats soups, makes tea, cocoa, etc. Keeps 'em piping hot to the last drop! Insulated base protects tables. Turns off or on at a touch. Locking lid. An amazing buy at just $2.88 each, plus 22¢ postage anywhere in U. S. Fully Guaranteed. Order by mail, TODAY!

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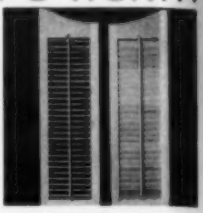

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You save about $20 and yet have a table that will be a source of satisfaction for years to come. It's fun. It's easy to do. Colorful table is perfectly at home in any decor, any room in the house, on the patio or lawn. Practically indestructible.

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ONLY **$2.98** PPD.

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Exceptional import buys and quantities of closeout and "distress" merchandise make this sale possible. Toys are all new—worth many times this price—everything below is yours at one low price.

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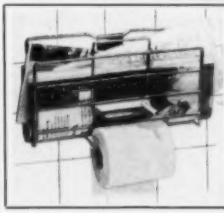
MISCHIEVOUS LITTLE MOUSE

plays hide and seek with jolly old Santa from the top of a lighted candle! Enchanting scene for mantle or shelf. Santa's pack is candle holder. Mouse slips over the top of your taper. Adorable 4 piece ceramic set 3½" and 2½" tall. $2. (Candles not included.) We pay postage. Free 4-color Christmas catalog full of toys, gifts, and gadgets. Adriane, Inc., 8-895 Finch Bldg., St. Paul 1, Minnesota.



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Make yourself really comfortable with a **BATHROOM CADDY!** Provides not only a handy ash tray and a holder for toilet tissue, but also plenty of space for magazines, newspapers and comic books—keeps the bathroom tidy! Made of chrome-plated steel, 7¾" x 12½". Simple to install with special adhesive that's included; no holes or tile problems! Deluxe Caddy is **$3.00** postpaid; also available without tissue holder for **$2.89.** Ask for latest FREE Gift 'n Gadget Catalog, too! Order today from **MEREDITH'S, Evanston 2, Illinois.**

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Trumpeting elephants, the symbol of traditional good luck, will be a sign of modern good taste in your living room. In pure white milk china, with heads raised and trunks thrown back, each one measures 5¼" long, 3" high and 2¼" wide. For the price of $3.00, ppd., you'll receive two statues in slightly different poses. They're handsome on end tables or bookcases or you might parade them across a mantel. Miles Kimball (L10-58), 215 Bond St., Oshkosh, Wisconsin.

Genuine leopard belt and clutch bag, a smart-looking twosome to dramatize this season's wardrobe. The belt measures 1½" wide and is leather-piped and leather-lined; the clutch bag is 5" high, 8½" across top and 10" across bottom, with a leather lining. The bag is specially priced at $24.95, as is the belt for $13.50 both postpaid. Order from Oce-Leopard Fur Company (L1058), 244 West 39th Street, New York 18, New York.

Hourglass figures have inspired the smart flair of these glasses-of-the-hour. The fourteen-ounce *Slimmers* with their pinched-in waists are perfect to hold your own special concoctions or the entire contents of a standard container—and so comfortable to hold in the hand. Clear in color, a set of eight is $7.95, ppd. The Landing Company (L1058), 9-01 150th Street, Whitestone 57, New York.

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This beautiful storage unit is just what you've been looking for. Holds 120 records of any size with or without jackets, and keeps them available for instant selection. 17¼x7x20¾. Gleaming brass or copper finish $9.93, velvet black finish $7.95. Remit full price. Money back guarantee if not fully satisfied. Shipped express collect.

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Keep marble-top tables beautiful with brand new Marble-Lus! Protects all shades of marble against grease, dirt, discolorations and dulling film in a jiffy. Prevents scratching and staining! Just wipe it on, let it dry, wipe it off! Leaves a gleaming, lustrous protective wax and silicone finish. Never use furniture wax or soap and water—always use Marble-Lus! Order today!

6 oz. bottle $2.00 ppd.

Recommended by Julia Patabek of House Beautiful and Emily Taylor of Good Housekeeping! Sorry, no C.O.D's. Send $2.0 for Surprise Gift valued at $1.00!

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MEXICO Feather picture of brilliant, real feathers, cedar frame, 8½" x 5½".

POLAND Wood Pinocchio Doll in colorful knit costume. 7¼" tall.

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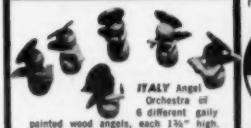

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"Peanuts" Cocktail Napkins by Schulz. Peanuts, his friends and his homey little bits of amusing philosophy on smart, sophisticated cocktail napkins get any party off to a good start! Here are 36 fine white paper napkins each with a different strip of Peanuts. Napkins are 4½" square folded size. No. **6764-6**, Peanuts Napkins, **$1.**

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Gather around this table and capture the feeling of warmth and domesticity of a true New England kitchen or dining room. Beauty and skill are exemplified in this carefully constructed and hand-rubbed Salem or antique-maple-finish table with matching captain's chairs. The table is 42" in diameter and will take one or two 9" leaves. $89.95 for table and 4 chairs, $10 for each leaf desired, all exp. chgs. coll. Meadowbrook Industries (L1058), 126 East Sunrise Highway, Merrick, L. I., New York.

There's no mistaking this sack! Strictly for laughs, this honest-to-goodness "sack" has easy-to-follow directions printed in red for making it into a balloon or trapeze as well. Just cut along dotted lines and sew up in 10 minutes. For only $1.00, postpaid, it's a wonderful gag gift for husband to give to wife or mother to teenage daughter. From Seth & Jed (L1058), New Marlborough, Mass.

Bravissimo! Spaghetti servers or rare tavernesu hardwood that are hand-carved and finished in a tawny-brown oil finish on the isle of Haiti. They're 8½" long, and aside from being perfect for mixing spaghetti, you salad enthusiasts will find them ideal for salad tossing, too. $2.95 a pair, postpaid. Order from Deer Hill Co. (L1058), Box 312, Flushing 52, N. Y.

You're right in step for leisure living with these smartly designed cabana scuffs. Available for both men and women, they range in sizes from 3 to 13. The leather used in the crafting of these sandals is imported from India. The crisscross straps are genuine water buffalo and the wedge and sole are made of cork expertly covered in rich, natural colored leather. Give a pair to him and her, $4.35 a pair, ppd. Bloom's (L1058), 311 Sixth Avenue, New York 14, N. Y.

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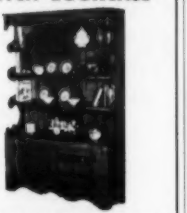

A beautiful Early American Reproduction for your living or dining room.
Storage space below has real louvre doors. All shelves grooved for plates.
Made of Solid Idaho White Pine, beautifully finished to a mellow antique Pine with brass hardware.

36" W x 13" D x 72" H.....**$89.50**
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Trim King guides your brush, steadies your hand so you can paint like a professional. Perfect for painting straight, clean ceiling lines, corners, trimming windows, and for two-tone work. All-metal tool clips on 2 to 4-inch brushes—swings away for dipping. Brush not included.

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HARDWARE: Knobs, hinges, etc., to install 2 panels per opening $1.40—four panels $2.10.

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21"	2.40	2.50	2.60	2.70	2.80	2.90	
24"	2.70	2.80	2.90	3.00	3.10	3.20	
27"	3.10	3.20	3.30	3.40	3.50	3.60	
30"	3.40	3.60	3.80	4.00	4.20	4.40	
33"	3.70	3.90	4.10	4.30	4.50	4.70	
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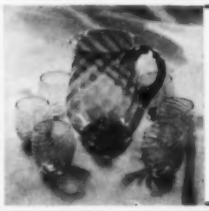
Up in the air over these enchanting *Balloon Wall Planters?* So are we! They're wonderful in two's or three's in dinettes, dainty boudoir or powder rooms. Measuring 12" high, of glazed semiporcelain, their colors are pink or blue; and they're a perfect "around-the world" bit of color for the nursery, too. $1.49 each or two for $2.79. Add 25c postage each order. Helen Gallagher (L1058), 413 Fulton Street, Peoria, Illinois.

Of initial importance in the bath is this monogrammed shower curtain of heavy Celanese taffeta. The curtain measures 6' x 6', and the contrasting initial is 14" high; state color of curtain and monogram from the following: gray, pink, black, peach, maize, blue, rose, white, aqua, light- or emerald-green, walnut-brown, champagne or turquoise. $7.95 plus 50c postage. May Schaffer (L1058), Box 7102-S, Elkins Pk. 17, Pa.

Little piggy bank goes to market on the back of your hand. Actually, it's a purse, cleverly designed on a glove of genuine soft deerskin or pigskin. You'll love the looks of it as much as the dutiful way it keeps parking coins, subway tokens and small change "on hand." The gloves are molded perfectly to the hands in sun-cork deerskin or oatmeal pigskin with contrasting brown stitching. Sizes 6, 6½, 7, 7½ and 8. $4.95 a pair plus 25c post. From The Samclair Co. (L1058), 29 Check Point Lane, West Haven, Conn.



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KITCHEN FLATTERY IN EARLY AMERICAN DESIGN

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Money refunded if not delighted

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His own personal barber to hold all his shaving equipment in one neat place. The nickel-plated spring steel arms take care of any size brush and razor, and by a drop in the hat, this barber pole will hold used blades and can be emptied. Glazed ceramic with red and white stripes and 3-dimensional features, with his name for $2.50, postpaid. Order from Crown Craft Products (L1058), 246 Fifth Avenue, New York 1, New York.

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unfinished, fully assembled
31½" x 16½" x 20" high

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SEND 10c for illus. folder, sample decal. Decals sent postpaid in US and Canada; no COD's. Ohio residents add 3%.

Dept. K-67 AUTHENTICS
Box 546, Cincinnati 43, Ohio

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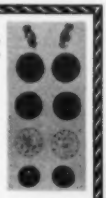

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Worth waiting for are these wonderful Interchangeable Ear Clips that make a pair of earrings out of any shank button! Raid the button box, keep an eye open while shopping, and soon you have a change of earrings for every costume—and at a very small cost. Clips come on a card with four sets of attractive buttons. Every card is different. Makes a wonderful gift! Send for Free Gift Catalogue.

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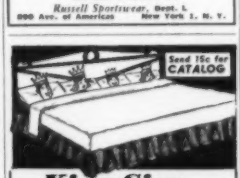

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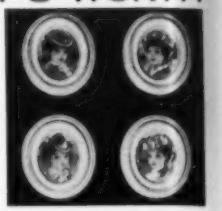

How charming! A wall grouping of *Les Belles de Paris* by the famous French master, L'Abee. These little ladies in soft pastels with frilly hats and bows are perfect in mademoiselle's room. Each print is framed in a rich antique-white shadow box, highlighted with gold and measures 8"x7". $2.95 a pair; $5.50 a set of 4, all plus 35¢ post. Bowman's (L1058), 2477 Lombard Street, San Francisco 23, Calif.

Modern lighting for contemporary living. Add charm and distinction to your home with this graceful teardrop wall pulley lamp. Durable and easy to operate, this unique lamp offers unusual quality in design and workmanship. Danish-type glass combined with solid walnut gives lasting beauty for only $9.95, ppd. 17" extension arm and switch-on cord are added features. Order from Jans Lighting Company (L1058), Room 507, 230 Fifth Avenue, New York 10, N. Y.

This clown and owl will go to your hearts and their ball-point pens to your hands to autograph their specially treated tummies. Gathering autographs is an all-time favorite among the teenage set and these characters are perfect collectors. They are each 14" tall, stuffed with cotton and gaily decorated with felt appliqués for their features. $2.25 each, ppd. or the pair of them for $4.25, ppd. Craft Shop (L1058), Cambridge, N. Y.

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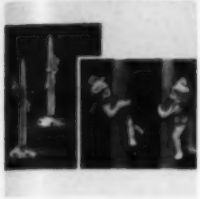

Your holiday guests will exclaim over these delightful, climbing cherubs hugging your candles. Beautifully detailed in white china decorated in gleaming 22-carat gold, these adorable angels will fit any standard candle. In two poses, this sweet pair measures 4" from tiny toes to saucy topknots. They won't burn or stain and will stay in any position. Set of 2, $1.00, ppd. Sunset House (L1058), 83 Sunset Bldg., Beverly Hills, California.

Have a heart of sterling-silver by Reed & Barton to be used as an ash tray or nut dish. The rim is delicately embossed with Victorian flowers, and for the lady who likes to sew, a brilliant, red heart-shaped pincushion is available. The dish alone is $4.75; complete with pincushion, $5.75, plus 35c post., including fed. tax. A lovely gift idea for Christmas, order several from C. D. Peacock, Inc. (L10-58), 101 S. State St., Chicago 3, Illinois.

A baby rocking horse that's safe enough for a 9-month-old buckaroo to ride. Made of durable ¾" pine, the gently curved rockers promise a nontip ride. This little horse is finished in red and blue with your little one's name on both panels (print first name clearly). A big chrome-plated bell jingles; there are handle bars on either side of horse's head. 6¾" across, 19" long, 10¾" high, 4" seat height. $3.00, ppd. Kimball Toys (L1058), 255 Bond St., Oshkosh, Wis.

A distinctive design. *Marie Sims* chair of solid mahogany, also in fruitwood, walnut, white with gold or ebony with gold finishes. Made of the finest construction, topped with ¼" foam-rubber pad for extra comfort, it measures 35" high x 18" wide x 22½" deep. At $41.95 if customer supplies 1¾ yards of 54" fabric or $51.95 in an array of *SpotShed* velvet colors in aqua, rose, green, flame, wine, gold, purple, black, exp. chg. coll. Send 25c for complete catalogue. Chair Shop (L1058), Box 725, Morganton, N. C.

Imitation Mink Stole. Well . . . look who's wearing mink! It's little Miss Curlyhead herself and she looks, feels and *is* as swanky as a Park Avenue model! This adorable child-size stole is made of plush that looks just like silver-blue mink. Nicely lined in rayon satin and is 40" long and 8" wide. Order No. **3016-6**, Stole.

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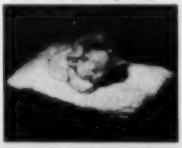

Sleepy Kitten Pajama Case. Adorable—a furry plush pajama case with a big cuddly 3-D kitten nestled on top all curled up in a sleeping position! Case holds her pajamas during the day and decorates her bed. It's made of silky white plush with zippered end and is 12½"x9½". **2366-6**, Sleepy Kitten Pajama Case, **$3.00** ppd.

Musical Pocketbook. This will make any little girl the sensation of the candy shop crowd! Made of shiny patent-leather-like plastic in assorted designs—all lovely. When she opens it, the purse begins to play a lovely childhood tune. Satin lining. Purse is 6½"x5"x2½". Order No. **3399-6**, Musical Pocketbook, **$4.95** by mail, postpaid.

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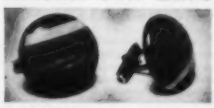

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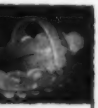

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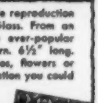

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Curiosity seekers will be drawn to this early American curio cabinet. The fitted drawers provide an excellent hiding place for trivia while the shelves make a pleasant setting for bric-a-brac of your liking. It is crafted of white pine and comes in an easy to assemble kit. 12" x 13½" x 4" deep, the price is $7.95, exp. chgs. coll. Order from Twin Pine Products (L1058), Crescent Boulevard at 45th Street, Pennsauken, New Jersey

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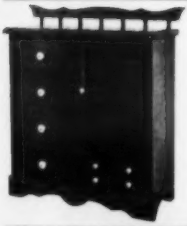

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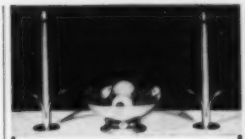

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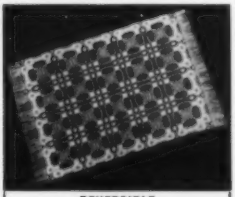

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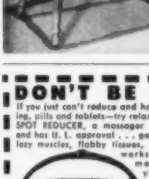

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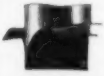

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The youngest set [Continued from page 51]

Colorful table decorations and special Halloween refreshments make a gay party:

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1 package orange-flavored gelatin
1¼ cups boiling water
1 cup applesauce and apricots (Gerber)
6 large chocolate or molasses cookies

Dissolve gelatin in water, add applesauce and apricots. Pour into individual round molds rinsed in cold water, and chill until firm. Unmold on cookies. Make eyes, nose and mouth with whipped cream, chocolate bits, raisins or marshmallow. Serves 6. Decorations by Dennison; recipe by Gerber

The witching hour gone, the party over, the costumes tucked away, Halloween's attractions remain to be savored through the magic of picture books. Warmeel-filled batiste comforter by Freitag Manufacturing Co., $4.98. Children's books from Doubleday and Abelard-Schuman

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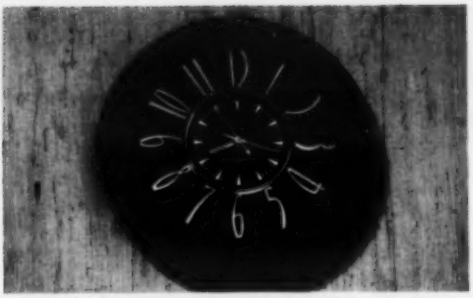
Relaxer Chair in leather-like upholstery and textured bouclé . . . seat cushioned with foam rubber, $99.50. Electric massage motor available at extra cost.

Double dresser, mirror and bookcase bed, complete, $189.50. Night table, $39.50. Chest (not shown) $69.50.



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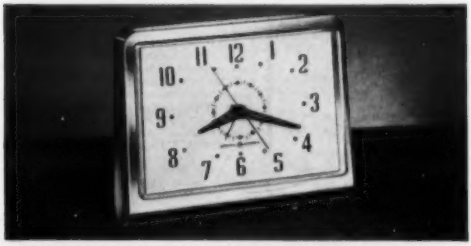
ALLURE. White wrought iron case with gold color dial for delicate beauty. Or gold color scroll, black dial—luminous hands and hour markers. Remove base for wall clock. Value priced.



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GENERAL ELECTRIC

Telechron

Clock and Timer Dept., General Electric Co., Ashland, Mass.

Music for living

[Continued from page 65]

be preserved, it is obvious that the church in which they are played and recorded must have suitable acoustical properties. The reverberation time must be long enough to lend warmth and roundness to the tone, yet must not be so long as to cause a blurring of the lines. After a long search, Westminster found what it considered the ideal instrument in the ideal acoustical setting, in a church in Skänninge in Sweden. Results are admirable.

Volume 4 of the series contains on a single disc four of Bach's most powerful—and most popular—organ works. They are the very famous *Toccata and Fugue in D Minor* (perhaps the best-known single work of Bach, thanks to the orchestral transcriptions that have been played for a number of years), the *Toccata and Fugue in F Major* (with its driving opening section that, at times, seems to anticipate the power of Beethoven), the *Passacaglia and Fugue in C Minor* (another work that owes its popularity to the fact that it has been transcribed for orchestra) and the *Toccata, Adagio and Fugue in C Major*, with its very beautiful slow section.

These works, of course, call for the rich tones of the full organ. It is gratifying to be able to report that thanks to the artistry of Carl Weinrich and to the skill of Westminster's recording staff in utilizing the acoustics of the church, these larger works also retain the needed clarity of line.

The same instrument has been used by Westminster for another laudable project, namely: the recording of the complete organ works of Dietrich Buxtehude, a composer who gained the admiration of Bach himself. The performer is Alf Linder, one of Sweden's best-known organists.

It is not generally realized that Franz Liszt devoted considerable attention to the organ, as well as to the piano. MGM Records plans to issue his entire output for this instrument, on five discs, in performances by Richard Ellsasser. The organ is that of the John Hays Hammond Museum in Gloucester, Massachusetts. Volume 1 gets the series off to an auspicious start. Although Liszt uses melodies by both Bach and Mozart in the works contained on this disc, the results are quite different in style from the originals. This is romantic music, in a grandiose, romantic manner. The performances are idiomatic, and the recording, fortunately, captures the spaciousness of the acoustics.

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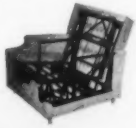

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When children move

[Continued from page 64]

about what to do next. Now's the time for that picnic basket you packed; or, if it's easier, take the family out to a nearby restaurant for a quiet dinner. The worst is behind you, so relax.

Your change of address may mean a change of schools. If this is the case, you will want to accompany the child to the new school the day he registers. If he's in a lower grade, try to be with him the first day he goes to class. Your reassuring presence will give him the confidence he needs to meet new teachers and schoolmates.

Even though the place isn't in apple-pie order, in a few days encourage your son or daughter to bring home new friends. This thoughtfulness on your part will help erase feelings of loneliness the move may have left. Don't push him about making friends. This may take time. After awhile, if your offspring is shy, you may want to have a small party for him.

As for the teenager, remember that he needs reassurance and acceptance now more than ever, so be unusually tolerant. If you've moved into a different part of town, it would be nice to invite a close friend from the old neighborhood to spend the weekend in your new home. Incidentally, don't be surprised if your teenager turns up one morning in an outfit he "wouldn't be caught dead with" at the old address. The getup may be the current rage among his new pals and it's important for him at this time to conform.

To get in the swing of things quickly, encourage your children to join in community and school activities. The possibilities are endless: Boy and Girl Scouts; Campfire Girls; Sunday Schools; Y's; 4-H Clubs; Junior Achievement, Inc.; dramatic clubs; and so forth. You, yourself, might want to join the Parent-Teacher Association or other groups.

Now you know what the experts have to say about a change of address. If you can be loving and reassuring, if you can be calm and patient, you'll do much to help your children—and yourself—over the emotional humps of moving.

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Richloom's new collection of 'round-the-house fabrics and ready-made draperies styled to make every room in your home glow with exciting color. Everything from luxurious antique satins—some "gold"-touched—to gay kitchen plaids. All created of Colorspun the remarkable solution-dyed Avisco® rayon with color that stays in permanently. Of course, every bit of fabric and every drapery in this handsome Richloom collection wears the Avisco Integrity Tag . . . your assurance that it has been performance-tested to meet rigid standards of quality and wear.

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Played with the Stereo Mate IV matching external amplifier-speaker system, the 1959 Webcor French Provincial (below), provides 60 watts audio power—gives magnificent stereo sound from seven big Webcor speakers. You hear *all the music* on a Webcor—from the highest highs to the lowest bass notes!

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Stereo Mate IV Amplifier-Speaker System. 3 speakers—30-watt amplifier—off-on-volume control. About $129.95.

French Provincial Stereo-Fidelity Radio-Fonograf. "Magic Mind" Stereo-Diskchanger—4 speakers—30-watt amplifier—has automatic shut-off—supersensitive 13-tube AM-FM radio-fono. In Walnut or Maple. About $475.00.

Prices slightly higher in West and Southwest

Speaking of Living

To open the *Highest Low Budget Room In The World* on the eighty-first floor of the Empire State Building, **Paul and Dolly Shoemaker** flew in via Capital Airlines from Birmingham, Alabama. We asked them to follow through with the budget theme by seeing just how inexpensively they could spend an interesting weekend in New York City. The result: each spent only $6.35 in an itinerary which included hotel accommodations, three solid meals a day, subway rides, tours of points of interest, a performance of *Aïda*, and some nightclubbing. As long-time residents of New York, some of us learned how to cut a few corners thanks to the Shoemakers.

Intrigued by the cold soup recipes in our July issue, television star **Josie McCarthy** took time on the *Hi Mom* show to try her hand at *Chlodnick* (cold beet soup with shrimp), a recipe adapted by Rysia, author of the *Old Warsaw Cook Book*, who in private life is Mrs. Cesare Lombroso, now residing in Brookline, Mass.

Appearing on **Fannie Hurst's** *Showcase* over WABD, Decoration Director **Guy Monypenny** defended the individuality and ingenuity of today's young homemakers, noted a marked improvement in public taste over the past decade. Participating in the discussion of do-it-yourself decorating were **Sylvia Pauley,** whose book, *Let's Decorate*, includes a section by Editor-in-Chief EBE, and **Edward B. Smith,** president of Craig Creations.

It's quite possible that some residents of the Soviet Union might be *Speaking of Living* these days, having been introduced to LFYH through *America Illustrated*, a publication which is part of the United States Information Agency's overseas program. Latest in a group of our articles which the magazine has reprinted is an August, 1957 story: *Five-Phase Plan for a Workshop*.

Table accessories editor, **Vivienne Morfogen** was quick to learn that the editorial life is a peripatetic one. An enthusiastic traveler, she concentrates as easily in mobile offices—planes and trains—as at an earthbound desk. Not long ago when she enplaned with our star traveler, **Editor-in-Chief EBE,** for Oneida, New York and bad weather caused a two-hour pretake-off delay, both utilized the time for an impromptu editorial confab. Later, met by **Fred Hartwig,** they were whisked off to a busy daylong round of activity, including a look at several exciting new flatware patterns.

From Labor Day to Thanksgiving, from coast to coast, more than 2,000 communities are conducting United Community Campaigns, the fund-raising drives which help support a varied group of health and welfare services. The United Community Funds and Councils of America say it best: *Give the United Way*.

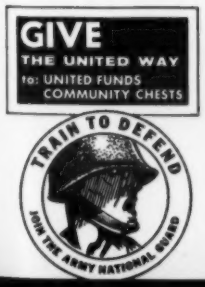
And from the National Guard Bureau, a reminder of how important a role the Guard plays in times of national emergency.

Budgeters Paul and Dolly Shoemak

Josie McCarthy tries Chlodnick

Sylvia Pauley, Guy, Fannie, Ed Smit

Two messages of import



EBE and Vivienne on upstate junket

In Russian it reads: Home Workshop That Grows

Rugged individualism builds an Independence Hall

We don't know how many people agree with the poet who insisted that Heaven is no larger than Connecticut, but we suspect there are many, and we do know *two*: Dr. Alan and Joan Lerrick, young friends of ours, who, with their two children, recently took up residence in a house near Fairfield which took the kind of planning to build which only Mr. Blandings would appreciate. Because they are arrant individualists, the Lerricks knew exactly what they wanted and—after considerable backing and filling—how to get it. They learned, as we all do, the hard way: they had lived in a small city apartment, then in a rented house while they searched for an ideal location. Consequently, although they like the old, they are grateful for the new; they admire and collect antiques, yet they have equal admiration for comfort, spaciousness and bang-up workmanship. These demands kept the "dream" house on the drawing board for a long time, and only with the discovery of five perfect Connecticut acres did the Lerricks decide to spread their wings. The house itself is an adaptation of one of Carl Koch's *Techbuilt* designs (the revisions—as planned—are described by the Lerricks on the opposite page). An ancient, nearby barn was bought for a song and razed so its siding might become interior paneling; old pink brick was collected to contribute its inimitable color to paved flooring, and the theme of our September issue, the *Decoration of Independence*, did its bit by bestowing its blessing on every room in the house.

FRNDST SILVA

The project as outlined by the owners:

To select a prefabricated house as the basic structure and as a *short cut* in time and investment. To begin with the shell, and then reorganize the plan for our specific family needs; to use interesting treatments such as antique brick and old wood paneling for floors and walls; to install well-planned lighting and a number of built-ins; to improve the kitchen and baths, and to expand the outdoor living areas attractively with as much variety as possible.

We want a home with a provincial flavor. Our antiques—most of them eighteenth century—will be blended with a few contemporary pieces, and materials, textures and colors will be chosen for their suitability to the furniture we now own. Landscape-wise, the setting is perfect: the five-acre site offers year-round views on all sides—a little valley with a pond, a handsome grove of birch trees, an apple orchard, a church steeple and vistas of distant meadows.

The following changes will be made in the basic house:

Exterior: Addition of another glass wall at one end to provide views for the kitchen and children's bedrooms. Dropping glass to floor level on long wall to expand area visually by connecting it with terrace. Exterior finish will be rough-cut board and batten stained a weathered gray. Front step and path of old fieldstone and antique copper lanterns on posts will introduce the provincial mood.

Interior: The plan will be simplified to create fewer but larger rooms and to open up space.

Terraces: To be used to visually expand interiors by the flow of space through floor-to-ceiling glass walls. One terrace (20′ x 24′) will be paved in antique brick, while another—overlooking the pond—will combine old brick with square gray flagstones.

Floors: To vary from waxed brick in the living-dining area to rubber tile in the kitchen, quarry tile in baths, polished cork for the second floor.

Wall finishes: A sequence of *Formica*, inexpensive wood planking, antique wood siding and simple grass-cloth textures in the wallpapers.

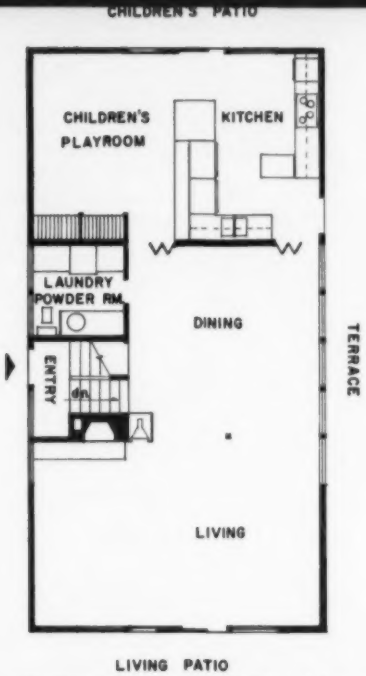
Lighting: Recessed lighting on the first floor, with a flexible scheme of ceiling-eyeball fixtures. This will minimize the low 8-foot ceiling height and provide uninterrupted views. Kitchen lighting will consist of strategically located fluorescent strips, shielded or enclosed in plastic. Because of the peaked ceiling line, second-floor lighting will depend mostly on lamps.

Closet and storage facilities: To be increased and redesigned to fit under bedroom eaves.

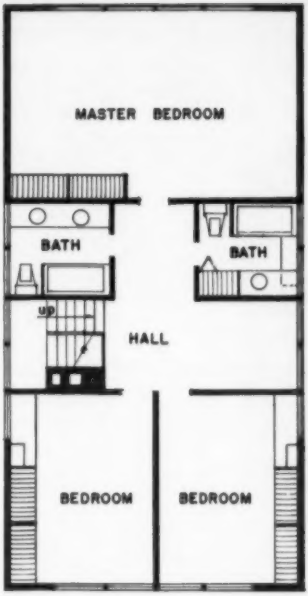
Kitchen and baths: To be completely redesigned.

An open sesame to the Lerricks' *Independence Hall*, the entrance lies at dead center of house, opens on a little foyer and two short flights of stairs: one down to the living-dining area, the other up to the second floor. The house itself (opposite) lies at the top of a knoll overlooking a valley and a miniature version of Walden Pond. A very simple structure, architecturally, it sits on its hillock with the wonderful assurance of having been there almost, if not quite forever

Cabot paints and stains; Pittsburgh Plate Glass. All doors by U.S. Plywood



An attractive asset of the basic *Techbuilt* house is its complete adaptability—planwise—to change. The Lerricks elected to devote more than half of the first floor to an open living-dining area, the rest to the kitchen, playroom and laundry



Second floor houses a large master bedroom, two good-sized bedrooms for the children, two baths and a pleasant L-shaped hall large enough to be an upstairs sitting room. Fenestration provides each area with a "picture-frame" view of the surrounding landscape

For building data, see page 160

The sweep of space from the living area to the terrace is more than an illusion: as far as flooring is concerned, it *exists*. The same antique rose-red brick extends in an unbroken flow throughout half of the house and on to the edge of the terrace. Interior brick is waxed; terrace surface has been let alone to weather as it will

Lighting in living-dining area consists of 18 ceiling eyeball-fixtures, all on dimmer controls, each strategically located to serve such specific functions as highlighting conversation groups, pictures, the dining table. Living area is interesting for its blend of wall-textures: grass cloth, painted brick and old wood paneling. Furniture, for the most part, is antique; TV is concealed behind little folding panels next to the fireplace, and the rug was made very simply by taping together four strips of carpeting in deep gold, pale beige and two shades of sapphire-blue

Magee carpet; love seat and sofa upholstery from the Corduroy Council; Belgian Linen draperies; Calif-Asia rattan terrace furniture; Kirsch drapery hardware used throughout the house

Siding from the
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Rondo *bone china*
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Barton; Etiquette
rial Glass; Falflax

iding from the old barn purhased and razed by the Lerricks omes to new life as handsome aneling for the dining area. Nothng at all was done to it by way f finishing: time had supplied e patina. Everything else in the oom, except the trestle table, is robably just as old, and even the ble (brand-new) was given a bit f aging via the spray gun. Dining hairs are Dutch Queen Anne; alf-round cherry console tables e vintage American, and the gem f the Lerricks' collection—a portait of a little girl—is old Flemh, beautiful and, at night, superbly lighted. In a different way, aytime illumination is equally effective: the entire exterior wall of e room is one expanse of glass

ondo *bone china by Royal Doulton*; The Diamond Pattern *sterling-silver flatware by Reed & Barton*; Etiquette *crystal: Imperial Glass; Falflax Belgian linens*

V11-10 OCT 58 XUM

BILL MARGRIN

If ever a kitchen bore the stamp of the individualist, it is the Lerricks'. Completely workable without looking like a Goldberg cartoon, it is also extremely stylish—a factor due primarily to an interesting use of custom-designed *Formica* as a surfacing for walls, refrigerator and freezer. (As in the adjoining playroom, the motif is taken from the drapery design.) Wall and base cabinets are of metal with maple-surfaced doors and drawers, and one section—topped with a chopping block—is mounted on rubber wheels so that it can play the field as Joan wishes. Accessible from either side, it holds serving equipment, goes occasionally as far as the terrace, and when at rest, forms an L with the cook-top counter. Combination freezer-refrigerator is flanked on one side by an auxiliary undercounter freezer, on the other by a shallow-drawered cabinet for linen, and all three units are backed against a storage wall which, on its other side, holds china and glass

Geneva cabinets; Sub-Zero freezer and combination refrigerator-freezer; Waste King dishwasher, disposer, built-in oven and surface unit; Carlton *sink; NuTone oven hood-fan and twin-blower fan; Westinghouse immersible electric skillet, spoutless coffee-maker and toaster; Griswold Dutch oven; Blenko Glass bowl. Chafing dish designed by Ernest Sohn. Martex linen kitchen towels*

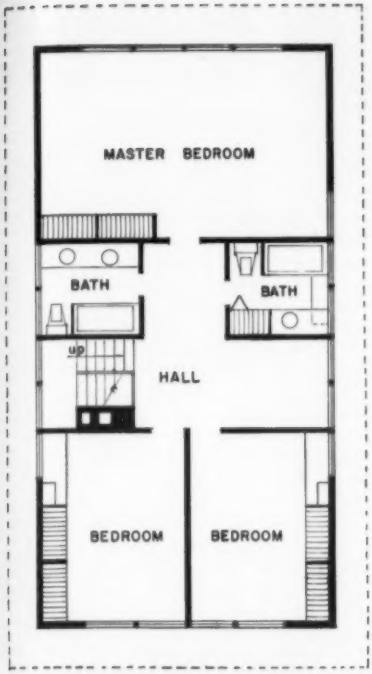
Children's playroom (the senior Lerricks are not above doing a bit of playing here themselves) is also their dining room and the entire family's breakfast room. Two closets (above) with *Formica*-surfaced doors hold coats and cleaning equipment, and toys are stored in bins built into lower section of storage wall

Universal *floor polisher, canister vacuum cleaner; Armstrong rubber flooring, acoustical tile ceiling; Wellington Sears drapery fabric*

BILL MARGERIN

Breakfasting with the Lerricks (opposite) is a playroom ritual, while lunch (above)—in the summertime, at least—is usually served on one of the two terraces. The breakfast table has a very pretty claim to fame in that it sports a *Formica* top patterned in a blown-up motif taken from the drapery fabric—the same trick used so effectively in the kitchen

Opposite: Splendour Melmac *dinnerware by Brookpark; Oneidacraft* Paul Revere Premier *stainless-steel flatware; Libbey* Aqua Ripple *glasses.* Above: *Royalon's* Maytime Melmac *dinnerware;* Silver Flower *flatware in Community silver-plate; Blenko* Baluster *stemware*



ERNEST SILVA

Master bath is actually a mother-and-daughter affair, just as the second bath is sacred to father and son. Four recessed ceiling fixtures diffuse a maximum of light on colors which—since this is a ladies' retreat—are delicately muted: beige (the floor); olive-green and gray (the *Formica* dressing counter), and golden leaf-brown and white (the plastic tub enclosure)

Crane fixtures; quarry tile floor by Mosaic Tile Company; Litecraft incandescent fixtures; Standard-Keil adjustable shelf hardware; Acrylite *leaf-patterned plastic tub enclosure by Wasco*

Master bedroom (opposite top) has one wall painted mustard-yellow, three hung in white grass cloth, a gold rug and bedspreads of quilted Indian madras in gold, mustard and turkey-red. Portraits are old, amusing and collector's items. Daughter Alison—aged 10—holds forth in a red, white and blue room (opposite below) with white walls, a blue and white papered ceiling, bright blue closet doors and a superb old embroidered quilt as a bedspread. Two-year-old Adam has his domain in the third bedroom—white-walled with a dark cork floor. Closet doors are vermilion and mustard; *Formica* covers the chest and table (a *real* dressing table: Adam stands on it to be clad or undressed), and three big wicker baskets hold most of the appurtenances of a young man's wardrobe and (on especially neat days) favorite playthings

Magee carpets in first two bedrooms; Galligan-Owen wallpaper in daughter's room; Herman Miller chair and Princeton Polar Bear *rug in son's room. Armstrong cork flooring throughout*

[Continued on page 156]

See *Your Guide to This Issue* for further information

". . . So Halloween night Charlie Grant who is four and I went Trick or Treating. The money we got is in the envelope."

This letter, carefully printed on lined tablet paper, was sent to the U.S. Committee for UNICEF by an eight-year-old in New York. The envelope was stuffed with pennies. The story behind the letter is just as old as the child who wrote it: In early October of 1950, a Sunday School class in a small town in Pennsylvania made some unusual plans for Halloween. Instead of asking for the usual "treats" for themselves, they would collect pennies, nickels and dimes for other, less fortunate children. Parents applauded the idea, and that Halloween night they matched the children's enthusiasm with their own generosity. Through the United Nations Children's Fund, the proceeds of the night were converted into milk and medical aid for underprivileged children. Other communities heard about the town's unique Halloween celebration, and its success catapulted *Trick or Treat for* UNICEF into a nationwide custom, with two million children in 8,500 towns and cities participating last year.

Procedure for devoting Halloween to "all the world's children" quite naturally differs among various communities, but the traditional trappings of Halloween are always retained. Children don costumes and masks and make their rounds in the person of those strange, frightening characters culled from the populace of the world of the imagination. Doorbells are rung, apples are bobbed and pumpkins are transformed into jack-o-lanterns, just as they were in the past. But the community is aware that it is not an ordinary Halloween. Publicity through the local newspaper, radio and television stations—augmenting the preparatory efforts of the children themselves—acquaints the citizens with the new purpose behind the old Halloween shenanigans. In some cases, the celebration is given the official endorsement of the municipality when the mayor issues a proclamation designating October 31 as *Trick or Treat for* UNICEF day. The police or fire department may be enlisted to keep a friendly, watchful eye on the welfare of the smaller ghosts and goblins in their door-to-door wanderings. Older children and teenagers who feel they have outgrown *Trick or Treating* may raise funds with a party, or make a collection at the football game. Virtually everyone in the community, through contributions or actual participation, becomes a part of a celebration devoted to "sharing instead of scaring," certainly a worth-while civic activity.

Although the idea is inherently an unselfish one, participants in *Trick or Treat for* UNICEF derive unexpected benefits. A town engaged in efforts to aid sick and undernourished children finds that a community spirit of co-operation and friendliness surrounds the activity. The children themselves enjoy Halloween more when a real purpose is added to the customary excitement. Officials report a drop in acts of Halloween vandalism and youthful mischief, for children who set out to be constructive rarely turn to destruction along the way. Educational benefits also result from this meaningful program. Geography and history lessons become more meaningful when children know that their Hal-

The trick is to treat needy children

Mayor's proclamation in Statesville, N. C.

UNICEF gnome on Halloween

Serious mission for clowns

Middlebury, Vt., editor contributes

Police help in Aspinwall, P

Pittsburgh collects a mile of pennies

Church group counts proceeds

Vaccine for Ecuadorian children

UNICEF aids polio victim in

loween project may have helped a child just their age in the very remote country they are studying. The information and pictures sent out by the U.S. Committee for UNICEF give children a glimpse of actual life in areas which had previously been only names in their textbooks. One of the reasons for the success of *Trick or Treat for UNICEF* may be the feeling of close participation and responsibility which it gives the children. There is no justification for an attitude that "my little contribution can't count much," for the U.S. Committee for UNICEF has translated the worth of small coins into terms which a child understands: one penny can pay for the vaccine to protect a child against tuberculosis; a nickel can provide 25 large glasses of milk; one child's individual efforts can actually save the life of some other child.

The business of saving the lives and preserving the health of children all over the world has been occupying UNICEF ever since it was originated twelve years ago as the United Nations International Children's Emergency Fund. Later, the fund was made permanent and the name shortened to the United Nations Children's Fund. But because the original initials had already become widely known and appreciated, they were retained. In some countries today, children think UNICEF means cow, or milk, because the Children's Fund has been their only means of obtaining the healthful beverage. Combating malnutrition by supplying milk to countless undernourished children and their mothers is not the only phase of their work. The Fund supplies medical aid to fight disease; meets emergencies such as floods, earthquakes and famines; sets up maternal and child health centers; trains local personnel to deal with health problems; builds and equips hospitals. Since 1946, the organization has improved conditions in 100 countries and territories. Its records show that approximately 76 million children have been vaccinated against tuberculosis; penicillin has been sent to 24 countries to treat 13 million cases of yaws, the crippling tropical disease; over 12,000 mother and child care centers have been equipped; almost 20 million people are being protected from malaria. Last year the Fund reached a total of 45 million people, and this year it is aiding more than 50 million. But with statistics showing that more than two-thirds of the world's 900 million children suffer from disease or malnutrition, the work is far from done. Operating on voluntary contributions from many nations, the Fund develops self-help, since assisted countries are responsible for the actual work and spend an average of two dollars for each dollar put in by UNICEF. They also carry on the work after it has been begun with aid from the Fund. As one of their pamphlets puts it: "UNICEF aid is not permanent, the results of the work, however, are."

Being one of the many projects which supports the Children's Fund, *Trick or Treat for UNICEF* is of worldwide import. Communities in all 49 states, the District of Columbia, the Canal Zone and Hawaii, as well as the Belgian Congo, Cuba, France, Haiti, Mexico, Venezuela and West Germany, take part in this exercise of international good will. Groups interested in participating develop their plans by writing to the U.S. Committee, which sends out special kits containing information on how to prepare for and carry out the drive, posters, pamphlets, radio and television announcements and visual material, publicity material, party ideas, *Trick or Treat for UNICEF* tags for the children to wear and stickers for the coin containers. Each year, more communities all over the country join those devoting their Halloween celebration to UNICEF by keeping in mind that "The Trick is to Treat the sick and hungry children of the world."

- Decoration in very definite terms of gender. The room above, obviously, is for a man
- Warm color, rich textures and the constancy of comfort all contribute to masculinity
- Compact leisure-storage unit on one wall neatly telescopes books, TV, home paperwork

Drexel furniture; Wunda Weve carpeting; Hexter drapery fabric; Greeff casement cloth

DECORATION BY HAROLD F. HOLTZ, A.I.D., OF L. S. AYRES & CO., INDIANAPOLIS

Twelve rooms—all signers of the Decoration of Independence

- Elegantly gay, very pink and white, the room below is a recapitulation of femininity
- Delicate rose of the love seats is echoed in the flowers scattered in outline embroidery on the off-white carpet, in the shadowy floral pattern of the window's Austrian blind
- Dining area holds a low fruit-wood table topped in marble, two Louis XVI dining chairs
- Wallpaper is used effectively as an accenting border, in a dado of peppermint stripes

Cocheo love seats and dining group; Henredon chest; Cabin Crafts carpet; Margaret Owen wallpaper. All fabric and rug fibers and furniture filling here and opposite by Du Pont

DECORATION BY LOIS REED DAHLGREN, A.I.D., OF WOODWARD & LOTHROP, WASHINGTON, D.C.

POWELL WARD

BILL MARGRETH

opposite

For admirers of whimsey and feet-on-the-ground stability:

- **The whimsey: stenciled furniture, quaint but not cloying**
- **The strength: solid walnut, fine crafting, sound design**
- **The result: conversation pieces born of an inspired marriage**

Furniture from Drexel's Dutchess County *group; Callaway carpeting*

above

Traditional hand in a contemporary glove. How is it done?

- **By restating an early American motif in a modern idiom**
- **By accenting the sheen of mahogany with a yellow setting**
- **By using a documentary fabric sympathetic to old and new**

Cavalier furniture; Kingston carpet; Waverly fabric; Lightolier lamp

F. M. SEMAIRE

The bifunctional room can perform smoothly and still be interesting to look at. Here:

- **A maximum of comfort is assured in both the sitting area and around the dining table**
- **Large blocks of color contrast agreeably in varying degrees of warmth and coolness**
- **Accenting design motifs are consistent. There are no extraneous patches of pattern**
- **Window treatment is simple, effective and gauged to filter the glare of brilliant sunlight**

Sofa and dining group by Heywood-Wakefield; Herman Miller wallpaper; Princeton Pouff *rug; Robbins black vinyl tile; Burlington* Fiberglas *curtains; Kirsch drapery hardware*

How designer and decorator blend the past and present

The presentation of good furniture—whatever its design-roots—is half the battle:

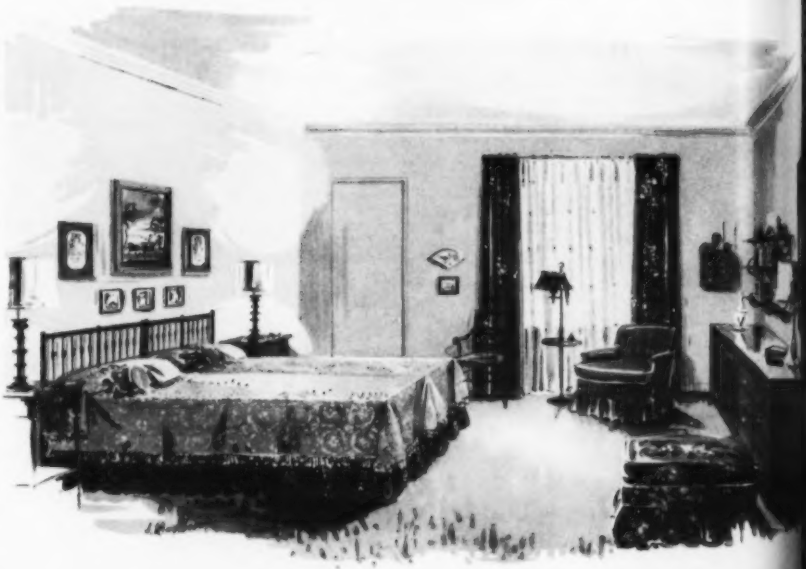
- **The distinction of a rosewood-ebony group is thrown into focus by a simple background**
- **One completely draped wall contributes drama, provides a textured enclosure at night**
- **Two tables, one for dining, one for breakfasting, make for both convenience and charm**

Dining group from Lane's Metropolitan *collection; Cohn-Hall-Marx* Ombré Stripe *draperies*

As long as they observe the amenities of congruity and good taste, today's decorators are free to blend periods and styles as they will. In this room, for instance:

- Wrought-iron beds are grouped to excellent effect with traditional upholstered pieces and chests designed in a contemporary vein
- For visual interest, pictures are deliberately hung in a single, eye-catching group
- For simplicity's sake, only one color and one patterned fabric predominate. Both, in this way, are catalytic agents

Gallo headboards; Baumritter chests; Shaw armchair and ottoman; Everfast polished cotton; Cabin Crafts rug



left

The forthright, contemp attack accomplished with:

- Handsome, finely-scaled p
- One wall dramatized w bookcases and brass-st double doors
- The accenting power of co and one only—colorful fab

Selig upholstered pieces; Lane and tables; and Dodge vinyl-cork

opposite

Conformity to custom with:

- Lush comfort in the up stered furniture
- Quiet elegance in the dra of the window
- Interesting, single-pictu grouping, dramatically pla

Cherry furniture by Consider R. W lett; Shaw upholstered pieces; Cab Crafts carpet. Drapery fabrics left a opposite top, below: Cohn-Hall-Ma

Old tricks can produce new charm. For example:

- A wallpaper with the look and texture of fabric
- Birds, flowers and butterflies drapery material as invigorating as a permanent and vernal breath of outdoors
- A tester bed to sound the always ingratiating note of quaintness
- Deep-seated comfort—hardly an old trick, but always an unbeatable one

Shaw armchairs; Consider H. Willett cherry pieces; Strahan Ticking wallpaper; carpeting by Exclusive Carpets

DECORATION BY B. ALTMAN & CO., NEW YORK

LUIS LEMUS

Two small rooms take on an air of space and style by virtue of thoughtful planning (*i.e.*):

- **A choice of furniture scaled to room-size: an armchair and a small settee (anything larger would be cumbersome) for a small den; the same settee used in duplicate for a rather larger-than-average entrance hall**
- **Utter simplicity of arrangement to create spaciousness in comparatively small areas**
- **Good choice of upholstery fabrics: documentary prints completely in keeping with furniture obviously Federal in character**
- **Carefully-chosen, well-arranged accessories (again, in the Federal vein and not too many of them): a handsome reproduction of an old barometer, a carved eagle (the favorite bird of the period), a little cannon**

Furniture: Globe's American Restoration *group*

See *Your Guide to This Issue* for further information

For stores featuring *Decoration of Independence* furniture, see *Stores in Your Vicinity*

Ready-made aids for decoration

Where to begin? That's the usual question from a homemaker about to launch into the decoration of a room. The answer: you can start with almost any decorating component. Here and on the next four pages are nine settings in which fabric was the inspiration for the over-all scheme. In each case the fabric was found as ready-made draperies, often as bedspreads and dust ruffles, too. An amazingly adaptable group, all these fabrics were inspired by native handcraft and art discovered by designers John and Earline Brice on a recent design-hunting expedition to Latin America. Their discoveries inspired the Celanese *New World of Ideas* collection.

F. M. DEMAREST

An intricately and picturesquely woven leather belt of the sort worn by Argentine Gauchos suggested the design for the drapery fabric used in the sitting-room corner above. Panelized design provides major decorative pattern

Ready-mades are solution-dyed spun rayon and Celanese acetate; by Cameo Curtains. Both lounge chair and coffee table by Troy Sunshade. Lightolier fixture

ERNEST SILVA

A C

B D

F. M. SERANO

Two of three hundred objects found in Latin America as source material for new fabric designs: an early architectural motif which inspired the fabric in setting **B** opposite; a merrymaker's festival jacket and hat from Bolivia which suggested the draperies in setting **A**

A. A colorful contemporary background for a dining area with painted provincial furniture is found in floor-to-ceiling draperies with a free design suggested by a Bolivian jacket and hat embellished with a glittering patchwork of paste jewels. As other background contrasts: floor tile which delineates a location-pattern for table and chairs; a built-in cupboard-buffet with exposed wood grain

Ready-made draperies by Desley are rayon and Celanese acetate; Globe Furniture table and chairs

B. Contemporary interpretations of the four-poster and armoire are emphasized by baroque drapery and bedspread. The scroll and medallion motifs were found in a book of conquistador architecture in Brazil. Ready-made draperies use the scroll as a border for a field of medallions; the same border is also used for the bed-tester. The bedspread is the medallion fabric, circle-quilted

Fabrics of Celanese acetate and rayon by Tilbury; ready-made draperies and bedspread by Grosby

C. The idea of the recessed bed goes back to provincial France in the days when the bed had to be a snug retreat without the blessing of central heating. Here the concept is brought up to date, a suitable decorative addition to the one-room apartment. The niche is draped with a textured fabric in a design taken from a Peruvian hand-woven scarf. Ready-made draperies are the same material

Mead & Montague draperies in Celaperm *and spun rayon; spread and rug are by Cabin Crafts. Wrought-iron headboard and tables are by Molla*

D. Striped ponchos worn by natives in Central America inspired a woven panel drapery fabric design, with bands of splashing color spaced upward from the hem. Accentuating the column of drapery, sleek contemporary furniture was used in this corner of a bedroom. A luminous panel lines the reveal for the chest-niche, provides shadowless lighting for grooming. The mirror hangs on a wall covered in the same fabric used for draperies, this time, for contrast, with stripes applied vertically

Celanese acetate and spun rayon drapery by D. N. & E. Walter. Chest and mirror by American Furniture

ERNEST SILVA

Moorish arch of the bedroom-window reveal was suggested by decorative panels on the chest which it frames. Ornately-patterned drapery and dust-ruffle fabric has a design motif, inspired by carved doors found in Argentina. The quilted coverlet, also a ready-made, is a fretwork design in a solid color which co-ordinates with draperies

Spun rayon and Celanese acetate fabric by Scroll; black lacquered night table and chest with cartouche decoration by Henredon; all-nylon carpet by Cabin Crafts

Spindle grille, typical of the windows of South American homes, presents a bedroom view of a brick courtyard. The small jacquard damask pattern in drapery, wall-covering and spread is a design identical to an ancient fabric fragment—probably Incan—discovered in a Peruvian crypt

Kandell fabric of Celanese acetate and cotton in ready-made ensemble by Sumergrade; solid oak chest from the Romantica *group by Davis Cabinet*

Plywood panels (2'x8') were covered with fabric and hinged to form a screen which separates living and dining areas. The same fabric, a bold Mayan motif taken from the Guatemalan jacket above, hangs as floor-to-ceiling draperies and also covers the seat of the dining chair. The sideboard, an unusual half-octagon shape in walnut, completes the vignette

Spun rayon and Celanese acetate fabric by Seneca Textile; Contessa *console sideboard and armchair: Mt. Airy Furniture*

BILL MARGRIN

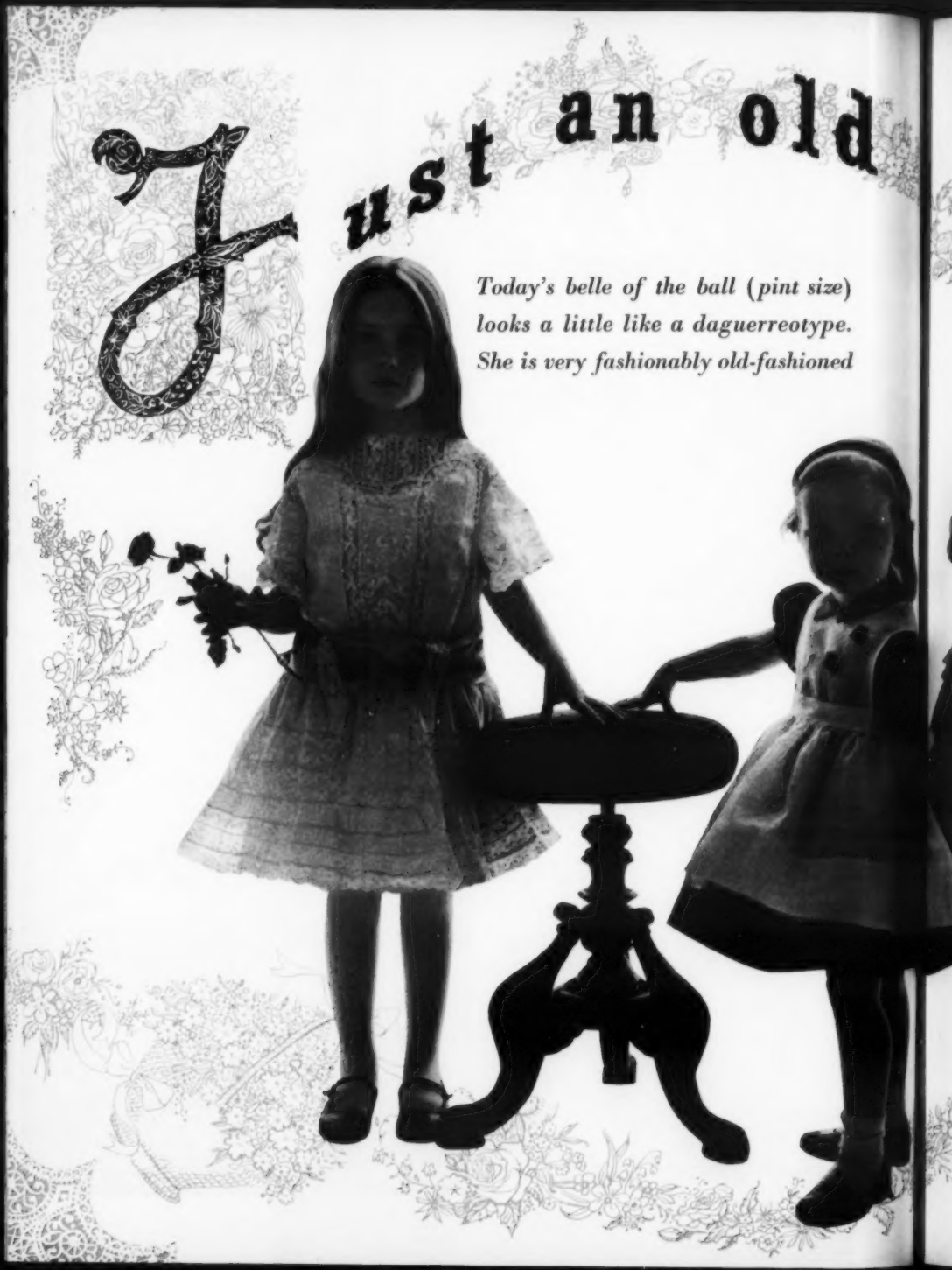
Arabesque designs in draperies, rug and window panels provide the decorative unity for a living-dining room characterized by comfortable upholstered furniture and restful colors. The drapery fabric was inspired by the delicate tracery of old Spanish tiles (opposite). Five pairs of ready-mades were sewn together to give room-width traverse draperies. The interesting grille was made by framing individual 15"x24" perforated plywood panels and combining them into a single unit. At right, dining furniture from the same group of light mahogany wood pieces placed in the living areas has an exotic quality accentuated by another decorative window grille, in this case backed with light-diffusing plastic. (An excellent idea for an apartment with an indifferent view but sunlight at least part of the day.) At night, fluorescent strips concealed behind the plastic create a luminous panel which contributes an element of pattern as Spanish as the Alhambra to this area of the room

Draperies, by Burlington House Fabrics, are Celanese acetate; wood pieces from the Tomo *group by American of Martinsville; upholstered furniture from the* Tiara *group by Kenmar, with Firestone* Foamex *foam-rubber construction. Rug is 100% Chemstrand* Acrilan: Granada Motif *by Firth; Lightolier lamps*

See *Your Guide to This Issue* for further information

Just an old

Today's belle of the ball (pint size) looks a little like a daguerreotype. She is very fashionably old-fashioned



fashioned girl

Trapeze influence, old and new. A current version (above, left figure) is pale blue, elegant with lace, very partyish. $5.95 by Love. At Bloomingdale's, New York City; J.L. Brandeis, Omaha, Nebraska

Obviously much admired, this trapeze (above, right figure) goes to school. Black and white, its name is *Tres Check*. $5.98 by Mary Jane. At Gimbel's, N.Y.; Ed Schuster & Co., Milwaukee

BLUE GREEN

The Heidi touch (opposite page, right figure); a rosette-trimmed white organdy pinafore worn over red. $7.98 by Love. Another gamin young lady (right, left figure) wears her apron over a blue calico print, $5.98 by Shepardess. Red dress at B. Altman, N.Y.; blue dress at Abraham & Straus, N.Y.; H.P. Selman, Louisville, Ky.

ART BY DE MARSAN

Postwar barn and chicken house were a dreary-looking, if sturdy complex of farm buildings. Rosemary and Jim Eckmann liked traditional houses and furniture, sketched plans and remodeled the buildings into the clapboard home opposite

Jim and a carpenter did most of the work. Below, Jim adds new siding

BUDGET REMODELING

It takes courage to tackle a project when even your friends say it cannot be done. That's what happened to Rosemary and Jim Eckmann, of Seattle, Washington, when they took on the task of converting a thirteen-year-old barn and chicken coop into a home for their growing family. The Eckmanns found a 170′ x 220′ lot for $2,000, which included the farm buildings and a two-car garage, all structurally sound. Immediately they faced the problem of whether to remodel the structures or demolish them and build a new home. Friends who saw their "find" recommended the latter course—except for one, an architect, who agreed with them that remodeling was feasible. That was all the encouragement Rosemary and Jim needed. They started tearing out chicken perches, feeding troughs and stalls. A lean-to was removed; interior partitions were taken out just long enough to pour a concrete foundation and then reinstalled with new timbers. Most of the window frames were replaced with new ones; additional roof bracing was installed. Jim and a carpenter did most of the work; what they couldn't do, he contracted out. Working to a time-and-money budget, Jim and Rosemary finished their project in four months at a cost under $12,000 (including heating system, appliances), moved with their two sons into their comfortable three-bedroom, 1,600 square-foot home.

With some kibitzing, Rosemary stains paneling in son Jeff's bedroom

While still in their apartment, Rosemary painted and refinished antique furniture for new home

Woolen carpet for living room was hand-loomed by Rosemary. Jim Eckmann helped by cutting the strips

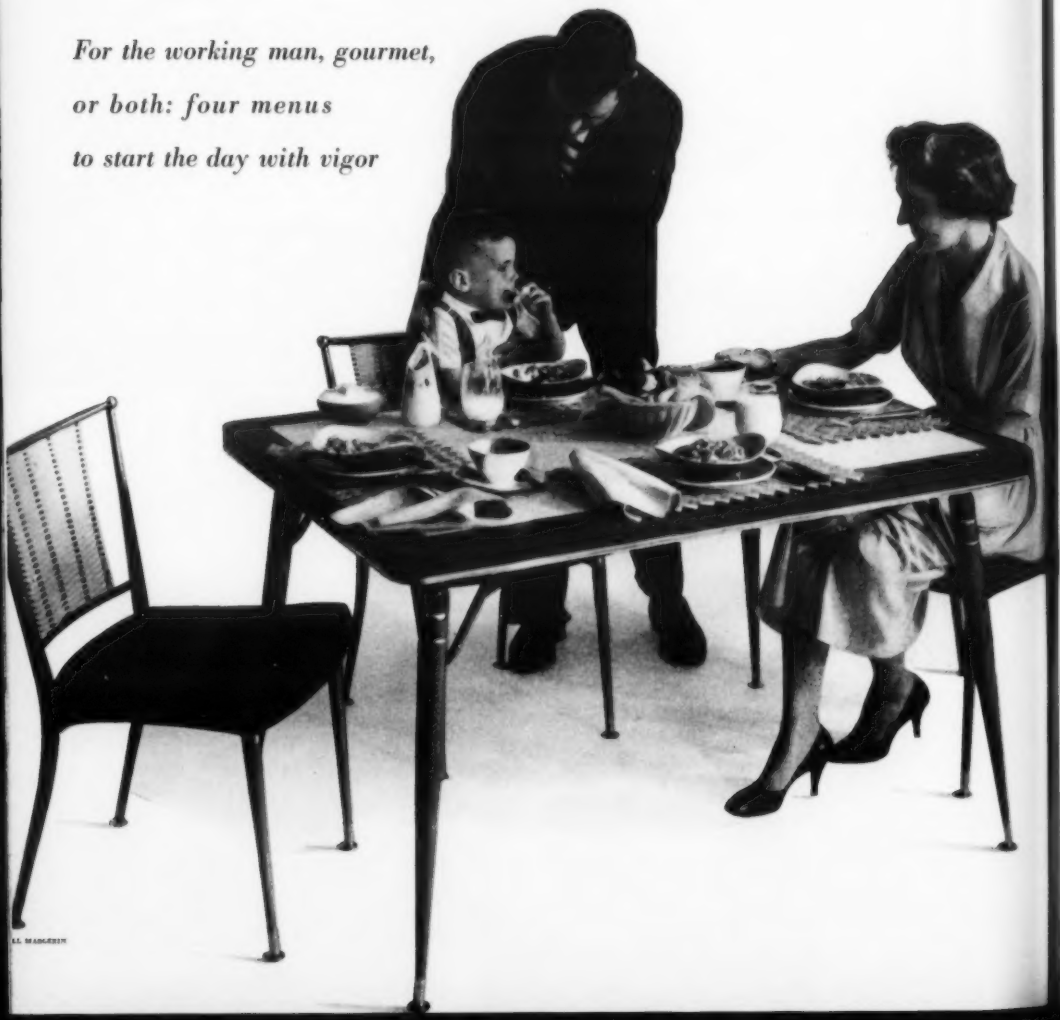
CHARLES PEARSON

Roof line on both wings of the original structure was continued and, supported by posts, forms a veranda which serves as a sheltered part of the concrete terrace. Home's early American treatment with barn-red siding and white trim, with mullioned windows and Dutch door presents a neat, traditional appearance. To blend with it, the Eckmanns furnished the interiors with pine pieces collected in New England during several "antiquing" trips the couple made (interiors on page 162)

Jungle gym was built by Jim Eckmann on a grassy area which forms the outdoor playroom of sons Jeff and Peter, here being given instruction by Rosemary. The low, sprawling structure blends well with the spacious flat lot, a rarity in Seattle, the city of seven hills. The Eckmanns have not used the full property, may in the future subdivide into two additional plots, one on either side of their home. Sale of lots would likely pay cost of whole property, a factor which entered their budget

Breakfast: the most important meal of the day

For the working man, gourmet, or both: four menus to start the day with vigor



Despite the fact that food is so plentiful in this country, we have many nutritional problems. A large part of our population is poorly nourished because of indifference, carelessness, ignorance and acceptance of food fads as a substitute for good judgment. Adequate food supplies are not the solution to this problem because so much depends on individual eating habits. Since good nutrition is achieved through a lifetime of sensible eating, we might say that the most important role of the homemaker is not only feeding the family but teaching them correct eating patterns.

One of the most dangerous spots in the American health picture today is the neglected breakfast. We are all familiar with the adult commuter gulping down a cup of coffee before dashing for the train, but it is disconcerting to know that one-half of all teenagers skip breakfast entirely, and that four out of five small children go off to school having eaten hardly enough for so many birds.

Breakfast is a most important time for the family. It is the starting point for the day's activities, and the success of the day can often depend on the breakfast that begins it. Recent studies at Iowa State University have proved that a good breakfast is essential for maximum physical and mental efficiency during the late morning hours. Unfortunately, there is a wide gap between the almost universal belief in the importance of good nutritional habits and actual practice; the failure to eat breakfast is an excellent illustration.

Breakfast can be fun, particularly when the entire family helps with planning and preparation. It can also be a challenge, in that true ingenuity is required to combine the wide variety of food available into adequate menus—in short: tasteful food attractively served. Don't get into the breakfast rut! Vary the menus; add a new ingredient to a favorite recipe, try a new method of preparation and serve a variety of hot breads. There is nothing so stimulating to the appetite as the smell of freshly-baked, yeast-raised rolls and breads.

Since most of them freeze well, they are a tradition well-worth reviving; moreover, they can be baked in quantity when time permits and then reheated before serving in an electric bun-warmer or toaster-oven. It is said in the South that if your hostess offers you cold bread you are free to pack your belongings and wish her fond farewell! So, if you would keep both your guests and your family happy, greet them with the following breakfasts. They'll put new zip into anyone's day—north or south of the Mason-Dixon Line.

opposite

This happy trio greets the day and each other as they should—over the cereal bowl. Howell plastic-topped dining table, vinyl seated chairs; *Harvest Time* informal china by Iroquois; *Ranch House* flatware by Robeson; *Colonial Heritage* tumblers by Libbey Glass; mats and linen napkins by Fallani & Cohn

CHARLES VAN HEAVEN

Fragrant New England delicacy: *Anadama* bread. *Rid-Jid* paddle board by J. R. Clark; jug and jar by West Virginia Glass

POACHED RHUBARB AND PEAR SLICES

SHIRRED EGGS WITH

SAUTÉED CHICKEN LIVERS

*ANADAMA BREAD BUTTER JAM

MILK INSTANT HOT CHOCOLATE DRINK

A fisherman from Massachusetts, exasperated by his lazy wife's habit of serving corn-meal mush every day, added yeast to the mush and baked it in a loaf pan. He is supposed to have said, "Anna, damn her!" when christening the loaf. Polite society changed the name to Anadama.

*ANADAMA BREAD

¾ cup water
½ cup yellow corn meal
¼ cup dark molasses
2 tablespoons shortening
1½ teaspoons salt
¼ cup warm water
1 package active dry yeast
1 egg, beaten
2¾ cups flour
melted butter

- Bring water to a boil and stir corn meal slowly into it.
- Add molasses, shortening and salt. Cool to lukewarm.
- Measure warm, not hot, water into a cup and sprinkle yeast over it. Stir until dissolved.
- Stir yeast and egg into corn-meal mixture.
- Add about half the flour and beat until smooth.

[Continued on page 164]

From the Midwest, where "enough for thrashers" means sausages, glazed apples and rolls. Inland Glass *Golden Triangle* carafe

GLAZED APPLE RINGS WITH SAUSAGES

HOT OR COLD CEREAL WITH

GRATED ORANGE RIND

*CINNAMON-SOUR-CREAM ROLLS

MOCHA COFFEE MILK

The natives of the Midwest refer to their variation of the cinnamon roll as "gooey." This is easily explained since the rolls are generously spread with honey and thick sour cream while they are rising. "Gooey" is the word, indeed.

*CINNAMON-SOUR-CREAM ROLLS

½ cup milk
¼ cup sugar
¾ teaspoon salt
3 tablespoons shortening
½ cup warm water
1 tablespoon sugar
1 package active dry yeast
2 eggs, beaten
about 3 cups sifted flour
melted butter
1 cup brown sugar
2 teaspoons cinnamon
½ cup raisins
½ cup brown sugar
¼ cup butter
3 tablespoons honey
½ cup sour cream

• Pour milk into saucepan and scald. [Continued on page 164]

PINEAPPLE-GRAPEFRUIT JUICE

SCRAMBLED EGGS AND AVOCADO SLICES

*WALNUT CARAMEL BUNS

COFFEE WITH MAPLE SUGAR MILK

Yeast breads are a favorite of the Northwest. For many years bakeshops in this area have featured a sticky yeast roll luscious with native walnuts.

*WALNUT CARAMEL BUNS

¼ cup milk
¼ cup sugar
¾ teaspoon salt
2 tablespoons shortening
¼ cup warm water
1 package active dry yeast
1 egg, beaten
2½ cups sifted flour
melted butter
⅔ cup sugar
1 teaspoon cinnamon
3 tablespoons butter
3 tablespoons brown sugar
⅓ cup light corn sirup
⅓ cup walnut halves

- Pour milk in a saucepan and scald.
- Stir in sugar, salt and shortening. Let cool until lukewarm.
- Measure warm water into a large mixing bowl and sprinkle yeast over it.
- Stir until dissolved.
- Add lukewarm milk mixture and egg to yeast.

[Continued on page 164]

CHARLES VAN MAANEN

The Northwestern sweet tooth fancies caramel buns rich with walnuts—and so does ours. *Presto* immersible coffee-maker; sterling-silver bread tray by Wallace

CHEDDAR-BAKED BANANAS AND

HAM SLICES

*CALAS WITH MAPLE-BLENDED SIRUP

CAFÉ AU LAIT MILK

Calas are a deep fat-fried delicacy that are still popular in New Orleans. Old Creole women used to go through the streets in the early morning with a large basket of hot *Calas* on their heads crying *Belle Cala! Tout chaud!* Cooks would buy them for their masters and mistresses to eat with *café au lait* for breakfast—as you will see, an admirable custom.

*CALAS

½ cup uncooked rice
3 cups boiling water
¼ cup warm water
1 package active dry yeast
3 eggs, beaten
1 cup sifted flour
½ cup sugar
½ teaspoon salt
pinch of nutmeg
confectioners' sugar

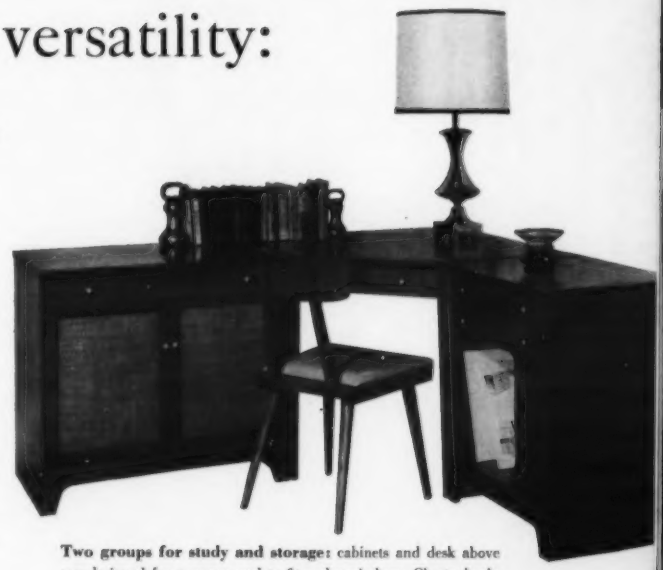
- Cook rice in boiling water until very soft and mushy and water has cooked out. (Add more water during cooking if it is necessary.)

[Continued on page 164]

From the South: *Calas*—a delicacy as old as the *Vieux Carré*. Westinghouse Dutch oven; *Pyrexware* server; *Colonial* coffeepot by Wallace

Two views of versatility: His and Hers

Like certain actors, certain pieces of furniture can be cast in but one role. They are designed to be viewed in a certain way and no other; to perform only one function, and to have no particular relationship with their companions. This does not mean that they are eccentric (often they are beautiful), but simply that they lack adaptability. Other units, fortunately, are *born* for versatility—a quality so commendable that we have worked out a few exercises to prove how effectively it can be turned to account. Two groups of furniture are involved—quite similar as far as wood, line and mass are concerned; yet different in that one is contemporary in detail, the other traditional. Both are manipulatable to an extraordinary degree: like a collection of wonderful blocks, they can be put together in almost any way the owner chooses or the exigencies of space demand. We have used them in two rooms—one for *him*, one for *her*, and—simply to experiment with their fluidity—in a variety of groupings. Should the idea intrigue you, please try your hand: we have barely scratched the surface.



Two groups for study and storage: cabinets and desk above are designed for a corner and to fit under windows. Chests, bookcases and desk below form a self-contained workable library-study

The room opposite (*His*) is a very simple square room, eight feet high, with one good architectural feature—a floor-to-ceiling window. Eight feet is an adequate height, but not an impressive one; so, to dramatize one wall (and make it *seem* higher), two bookcase units are paired with a cabinet and a chest and placed on either side of the bed like narrow breakfronts. As a result, the ceiling goes up—to the eye, at least—and the bed takes on a certain importance by resting at its ease in a contrived niche

Furniture: Baumritter's Bircheraft *group; Alexander Smith rug; Everfast* Satinia. *Globe from Plummer, Ltd.*

Turning to a room for the distaff side, we find a different problem, a different treatment. Since an awkwardly placed window plays hob with the wall space, the only solution is an arrangement of furniture (and since storage is of the essence, there is a good bit of it) *under* the window in an L-shaped series of units extending in a burnished flow halfway around the room. A corner desk can also perform as a dressing table, and by using the same floral print for the bedcover and over the chests along the window wall, a permanently gay note is struck and decorative unity is assured

Furniture: Baumritter's Ethan Allen *group; Alexander Smith wool rug; Everfast cotton* Satinia

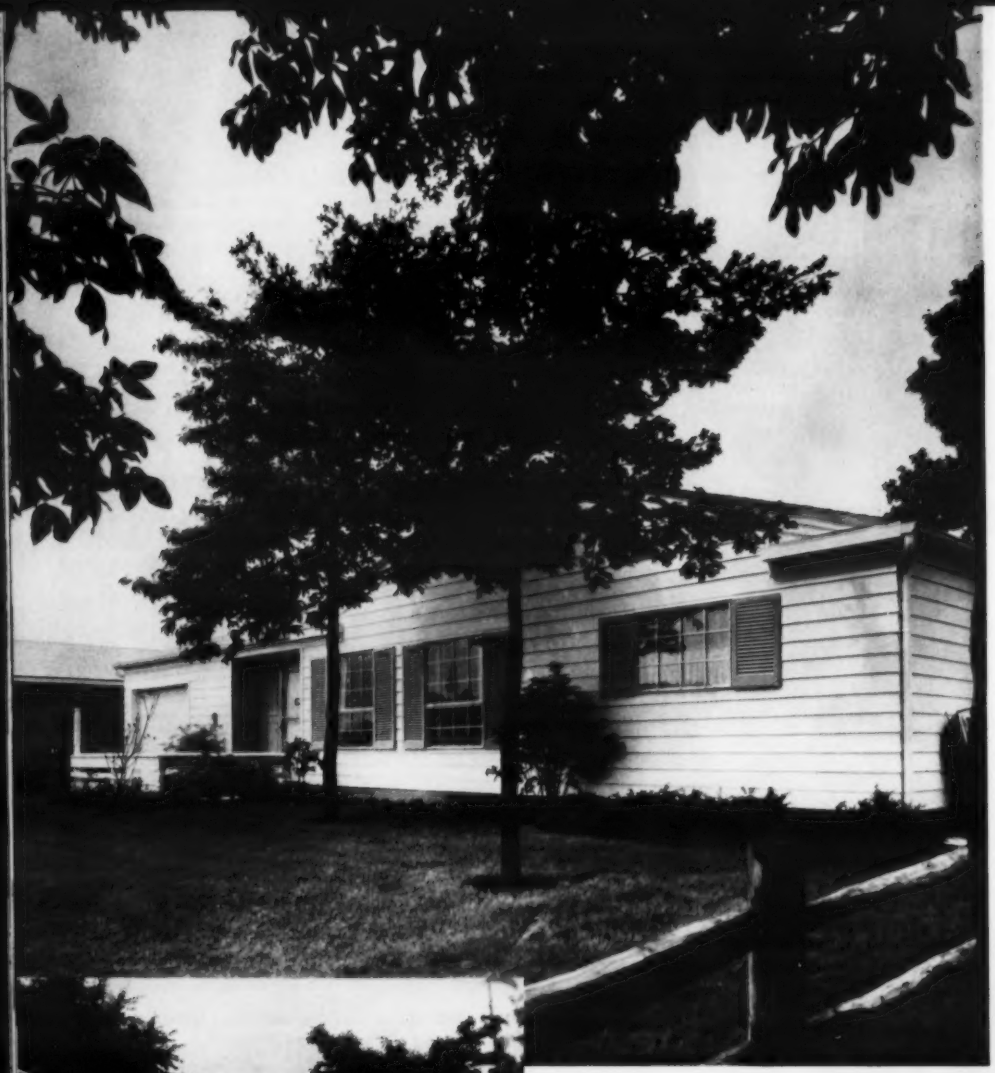
Six pieces are united in this handsome group to provide a complete wall for miscellaneous storage. The apothecary's chest at left would hold practically an entire household's inevitable collection of odds and ends

Study-in-a-corner makes an admirable use of limited space with two bookcases, two chest-cabinets and (the trick) a little corner-turning desk

An imaginative grouping for a long wall involves a desk and three cabinets with shutter doors, a series of little drawers, and appropriate space for books, pictures, ornaments

See *Your Guide to This Issue* for further information

CHARLES VAN MAANEN



To build a better house at a lower cost was the challenging task this builder set for himself. That he accomplished it with distinguished success is clearly demonstrated by this home (in the *Somerset Series*) that includes three bedrooms, two full baths, large living room, dining room, family room, kitchen and separate laundry—all neatly dovetailed in 1,616 square feet of space. The price without the lot: $17,135 and this includes air-conditioning designed to provide year-round comfort on a very economical basis thanks to complete insulation, double glazing and weather-stripping. Thrifty planning, however, did not rule out meticulous detailing and top quality materials and construction provided in the hidden assets within the core of the structure

Terrace furniture by Troy Sunshade; awning by Aristocrat Fabrics

ALL PHOTOGRAPHY BY BILL MARGRIM

Pride of ownership

results from an appreciation of the builder's performance

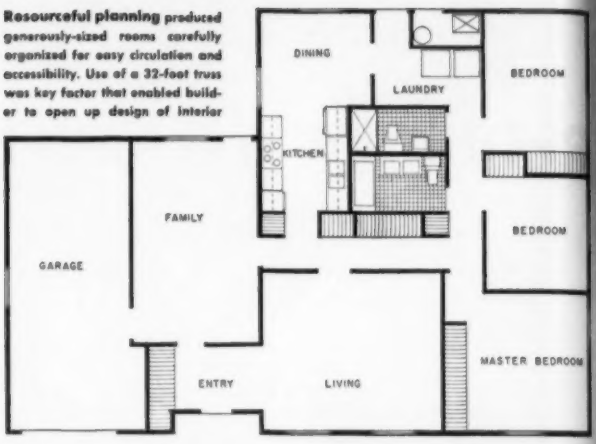
A trip through the residential sections of any American city reveals sights to which city fathers point with pride as well as others they would rather overlook. South Bend, Indiana, is no exception, except perhaps in one interesting respect: in certain residential areas, homes that vary widely in price ($18,000 to $30,000) are uniquely compatible with each other and all bear an inimitable stamp. Well-kept lawns and beautifully maintained exteriors bespeak a definite pride of ownership. Since these houses have a common denominator—they are the work of the same builder—one is led to ask whether pride of ownership can be built into a house and, if so, precisely how this is accomplished. Part of the answer at least may lie in the fact that in all their homes, Place & Company have made a deliberate effort to educate the potential buyer to the outstanding features of a house and what they mean in terms of performance, durability and cost. For example, in the newest Place development, in addition to a finished and decorated model home, there is a skeletal exhibition structure with all the home's hidden assets displayed in dramatic fashion. This glimpse behind the scenes, part of which is shown at right, illustrates the function and importance of insulation, of heating and cooling equipment, of electrical and plumbing systems. It explains the role of seemingly unimportant small details. Above all, it tells better than words that the builder who constantly strives to improve his homes, can and does build pride of ownership into them in a very real way.

House was designed for economical installation and operation of central cooling system. Here, condenser is located just outside of the door to the utility room below

Utilities were located on outside wall to facilitate service, reduce sound transmission. A special perimeter duct of glazed tile makes a complete loop around the house

Savings effected by grouping plumbing (back-to-back baths with kitchen sink at end of baths) allowed builder to provide special lighting, double lavatories. Attention to detail is exemplified by use of *FiboResin* plastic sills (below); a new, virtually indestructible material manufactured by FiboResin Plastics

Resourceful planning produced generously-sized rooms carefully organized for easy circulation and accessibility. Use of a 32-foot truss was key factor that enabled builder to open up design of interior



By keeping the basic structure extremely simple, the builder effected savings which made it possible to provide extras like the wood paneling, acoustical ceilings or an intercom system (detail at right) in the family room without increasing the selling price of the house. This attractive area, stretching from the entrance foyer (above) to the paved terrace at the rear, was furnished in the same spirit of thrifty good taste. Well-scaled walnut dining table and chairs provide for snacks or buffet at one end of the room; comfortable seating pieces adjacent to the television are grouped around the boldly patterned cotton rug at the other. Door at right provides easy access to the garage

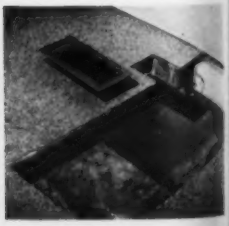
DECORATION BY RIES FURNITURE CO., SOUTH BEND, INDIANA

Tables and chairs, American of Martinsville; upholstered pieces by Valley; Cabin Crafts rug; Magnavox television set; lamp, Frederick Cooper Studios

The foyer (above), large enough to be "furnished" with a chest and wing chair, is one of the refinements in design that avoids the direct entry into the living room so commonly found in development houses. Here, door to the living room is opposite the floor-to-ceiling closet

Unaffected style is achieved in the living room by the simple but striking window treatment and the use of a single color—gold—varied by pattern and texture in upholstery fabrics, draperies and wool rug. This unity of tone is the common denominator that melds the many elements in the room, particularly the wooden pieces that are finished in a mellow maple. Twin valances embellished with gold braid provide the finishing touch that transforms a conventional wall into the decorative center of interest. Detail below illustrates specially designed perimeter duct system for heating and cooling

Sectional sofa, lounge chairs by Valentine Seaver; desk, tables and mirror, Heywood-Wakefield; wing chair by Stedman Mfg.; wool rug by Karastan; fabrics by Waverly; braid on valances from Consolidated Trimming; Lazybones pillows; Graber drapery hardware throughout; lamps (above) by Stiffel



The kitchen is a key example of how the builder utilized new materials that added "value" to the house without increasing its cost. Here the value is measured in terms of both the beauty and practicality of *FibeResin*, a highly durable plastic that covers both sides (wood grain outside, clear inside) of the especially constructed doors of the cabinets and also the counter tops. In addition to abundant storage, the sleek business-like corridor is equipped with built-in cook-top and oven and a garbage disposer. The kitchen is not only within easy reach of the dining area but is just a step from the family room

Dining area furniture by Molla; draperies by Waverly Fabrics; cookware by Club Aluminum; jars by U. S. Glass

Almost an entire wall of the master bedroom is closet space that runs from floor to ceiling thus reducing the number of free-standing storage pieces required. Folding doors also save space, require little swing-room. Consequently, there is ample room to indulge in a canopy bed. Its gaily-flowered coverlet matches drapery and wing chairs

Bed and dresser by Consider H. Willett; wing chair by Stedman Mfg.; fabric by Waverly; Karalac wool rug by Karastan

For a young girl—a background as gay and fresh as a country garden. Matching wallpaper and drapery fabric give the room a decorative continuity that is emphasized by the use of the same material for bedspread and trimming of the dust ruffle. Distinctive-looking lamps are made from New Orleans coach lanterns

American of Martinsville furniture; Waverly fabrics and wallpaper; cotton carpet by Cabin Crafts

Well-appointed bathroom has a large stall shower, long mirrored cabinet with abundant, built-in lighting. Walls are finished with porcelainized aluminum tile, and the floor is heavy-gauge plastic asphalt tile

Master bathroom is luxuriously equipped with a luminous ceiling, double lavatories and an oversized mirror that increases the visual proportions. Tub has flexible shower arm that adjusts conveniently to any desired height. Bottle-height cabinets over lavatories are purposely accessible for children; sliding doors have mirrored surfaces that are an aid when it comes to juvenile grooming

Towels in both bathrooms by Martex

For building data, see page 165

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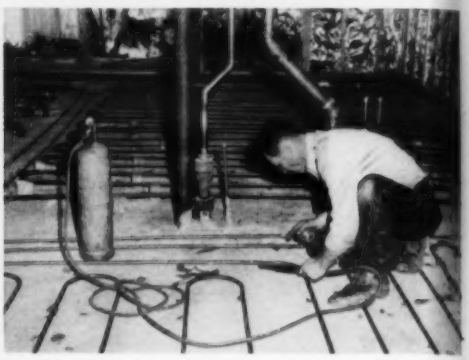
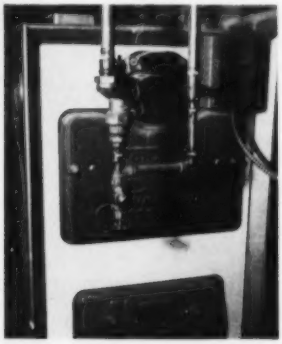
Rugged individualism [Continued from page 119]



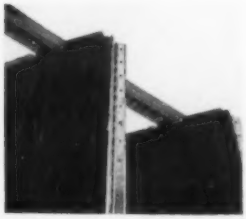
Portland cement concrete slab was used for placement of tubing for radiant floor heating on lower story, a system engineered under the standards of the Copper & Brass Research Assoc. Concrete was placed over tubing, topped with used brick and other surface flooring in the areas



Oil-fired boiler (Crane) is connected to the hot water system by a thermostatically-activated three-way valve which zone-controls temperature of baseboard heat on second floor and radiant panel system

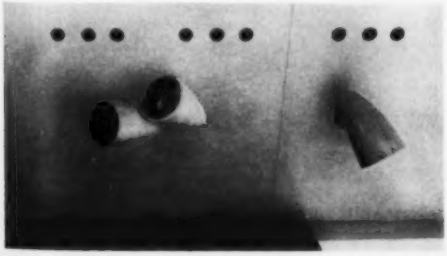
Split system includes a hot water baseboard heating system (Crane) which carries the return hot water line in the housing itself, obviating the need for any elaborate piping installations in the floor construction

Cooling is provided by units in upstairs bedrooms. They can be left running all day with bedroom doors open to permit cold air, under a "fall-out" principle, to lower first floor temperatures. At night, bedrooms are cooled simply by closing doors. Units by *RCA Whirlpool* are one-ton capacity, have electronic air filters to keep allergies under control



Two sections of dining-room wall consist of folding panels which give access to kitchen and playroom. Barn-siding planks were fitted with piano hinges and slide along ceiling track. Grant Pulley hardware

Dimmer-control panel for eighteen eyeball ceiling fixtures permits increase or decrease of illumination levels for changes of mood in dining and living rooms. All dimmers by Luxtrol



Light-conditioning features include a curtain of light around the exterior of the house, afforded by swivel bullet fixtures (Litecraft) which are installed under the shelter of the eaves. Small holes ventilate roof

[Continued on page 158]

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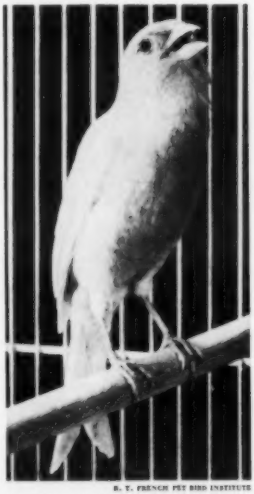
Rugged individualism [Continued from page 157]

Downstairs powder-room doubles as a laundry. Neatly detailed counter on wall opposite lavatory is faced with louvered panels which give access to washer-dryer and soiled clothes hamper. Louvered panels applied horizontally conceal the water closet. Long *Formica* counter is equipped with an oval lavatory bowl; solid color laminate was used for counter top; walls and apron are a caning pattern for contrast. Bath fixtures by Crane; recessed incandescent fixtures in ceiling by Litecraft

PET POINTERS



B. T. FRENCH PET BIRD INSTITUTE

It's usually the male of the species that does the singing—among canaries, that is. And like most vocalists, the canary's song is a good indication of how he's feeling—a scale not only of notes, but of health and happiness.

Of course, there's a wide variation of vocal abilities from one bird to another. There are different song forms, too, such as those of rollers and choppers. An occasional female, incidentally, is able to sing, though rarely with the brightness and strength of the male.

But whatever your bird's basic ability, he will be at his singing best if he's happy and healthy. And like any opera prima donna, he may "voice" his objections to food or conditions by throwing a fit of temperament—and refusing to sing.

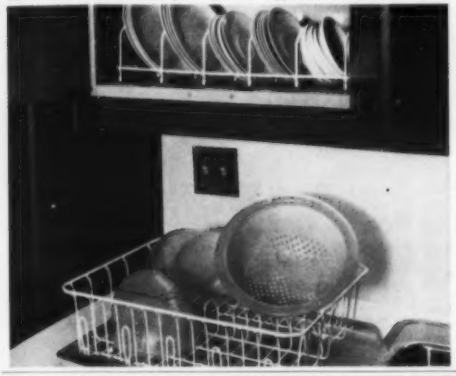
Your canary is sensitive to his surroundings. Proper location of the cage is important. A good spot is near a bright, cheerful window, but not actually next to it—out of drafts and the glare of direct sunlight. Birds also are sometimes depressed by too much silence. They enjoy the sounds of household bustle. A vacuum cleaner's hum will stimulate their song like priming will a pump.

Vital to good health, which in turn affects song, is proper diet. Gravel and cuttlebone are as essential as seed, for one is necessary for digestion and the other for all-important calcium. Another calcium source is eggshell, which you can very easily dry and sterilize in your own oven, then mix with the gravel.

A milestone in the study of canary health was the discovery of the importance of Vitamin B12. Poultry experts were puzzled, some years ago, over the better health of chickens which ran out of doors than those confined to chicken houses. Research revealed that barnyard hens were benefiting from a substance found in animal matter in the soil. The substance was isolated and Vitamin B12 discovered. It speeds recovery from moult, increases egg hatchability and contributes to growth. It is now available in special biscuits as well as in supplementary feeds for canaries.

Diet variety, too, will brighten your canary's life and song. Numerous wild greens are prized by canaries, including young dandelion leaves, chickweed, water cress and the long stalks of the rattail plantain weed. Certain wild seeds also are favored—seed of plantain, chickweed, shepherd's-purse, dock, groundsel, clover, teasel, Queen Anne's lace, charlock, smartweed, dandelion and thistle (except burdock). Though canaries are basically classed as seed-eaters, they will greatly enjoy an occasional meal worm.

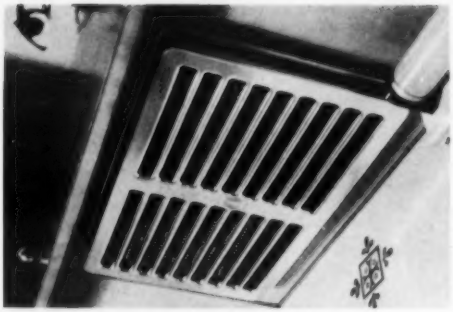
Plate rack (below) is located in wall cabinet over dishwasher, can be loaded with clean dishes on counter and lifted directly into place on shelf above. Rubber housewares by *Prettyware*; *Tupperware* colander and bowls



Stainless-steel sink (left) has deep bowl with Waste King disposer on one side and a shallow sink for vegetable preparation on the other. Sink by *Carlton*; mixer faucet with single lever action by Moen Faucet

Storage wall in playroom-family area is built into reverse side of the kitchen wall which houses refrigerator and freezer. China and glass are stored in upper sections; wine storage and children's toys are in lower

[Continued on page 160]



Twin-blower fan (by NuTone) located unobtrusively over the cook-top removes food odors and steam from the kitchen proper; an exhaust duct carries them outdoors. Note adjacent fluorescent strip under the hood which provides auxiliary and highly-strategic illumination for cooking

Dishwasher features a pre-rinse before the regular washing cycle which necessitates only the scraping of plates in the operation. By Waste King

Stainless-steel front of giant-sized wall oven and broiler (by Waste King) blends with maple-surfaced cabinets. Hood-fan over control panel by NuTone

Rugged individualism

[Continued from page 110]

BUILDING DATA

ARCHITECTURAL DESIGN: TECHBUILT, INC.

Foundation	concrete	Portland Cement Assoc.
waterproofing	*Visqueen*	Visking Co.
Floor surfacing		
kitchen	rubber tile	Armstrong Cork Co.
baths	quarry tile	Mosaic Tile Co.
other areas	cork tile	Armstrong Cork Co.
Exterior walls	prefabricated panels	Techbuilt, Inc.
insulation	*Fiberglas*	Owens-Corning Fiberglas Corp.
Roof		
framing	prefabricated panels	Techbuilt, Inc.
insulation	*Fiberglas*	Owens-Corning Fiberglas Corp.
Interior wall finishes		
kitchen & family room, baths	*Formica*	Formica Corp.
Ceiling finishes		
kitchen & family room	*Cushiontone*	Armstrong Cork Co.
Paints & stains		Samuel Cabot, Inc.
Doors		
interior	hollow core	U.S. Plywood Corp.
hardware	locks & doorknobs	Yale & Towne Mfg. Co.
sliding closet	hollow core	U.S. Plywood Corp.
sliding glass	*Arcadia*	Arcadia Metal Products, Inc.
folding doors	custom made	
hardware		Grant Pulley & Hardware Corp.
Electrical equipment		
lighting fixtures	fluorescent	Kenbert-Arpag Co.
	incandescent	Litecraft Mfg. Corp.
dimmer controls	*Luxtrol*	Superior Electric Co.
Climate-conditioning		
room air-conditioner	*RCA Whirlpool*	Whirlpool Corp.
heating unit	hot water boiler	Crane Co.
radiant heat panels		Copper & Brass Research Assoc.
baseboard	fin tube	Crane Co.
thermostat		Minneapolis-Honeywell
Plumbing fixtures		
baths		Crane Co.
kitchen sink	*Carlton* stainless-steel	Carrollton Mfg. Co.
faucet	*Moen*	Moen Faucet
Accessories	*Hall-Mack*	Hall-Mack Co.
shower fittings		Crane Co.
tub enclosure	*Acrylite*	Wasco Products, Inc.
Kitchen equipment		
oven and cook-top	*Waste King*	Waste King Corp.
refrigerator-freezer	*Sub-Zero*	Sub-Zero Freezer Co.
undercounter freezer	*Sub-Zero*	Sub-Zero Freezer Co.
dishwasher	*Waste King*	Waste King Corp.
garbage disposer	*Waste King*	Waste King Corp.
oven hood-fan	*NuTone*	NuTone, Inc.
exhaust fan	*NuTone*	NuTone, Inc.
kitchen cabinets	*Geneva*	Geneva Modern Kitchens
counter-tops	*Formica*	Formica Corp.
Shelf hardware		Standard-Keil Hardware Mfg. Co.

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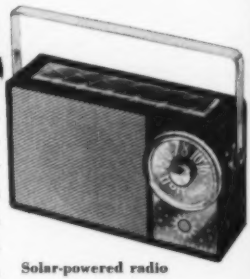

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• *Sun-Powered Generator* also utilizes silicon in the paper-thin slabs that power eyeglass hearing aids and recharge regular batteries. By Acousticon.

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[Continued on page 170]

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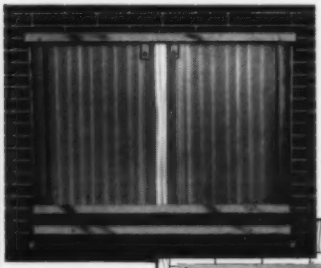

Modernscreen No. 574
Polished brass and black wrought iron, each width adjusts to heights of 28", 29", 30" and 31".
38" width $31.00
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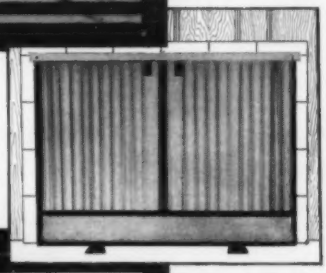
48" width $44.00



Modernscreen No. 121
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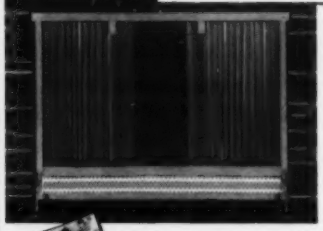

Modernscreen No. 188
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Paris, Kentucky

Budget remodeling [Continued from page 139]

Successful remodeling makes it difficult to believe that the living room was once a chicken house. Jim Eckmann surfaced walls and ceiling with gypsum board, installed pine paneling and bookshelves. Rosemary hand-loomed the carpet. Workable kitchen, below, was formerly a storage room

Box stalls for horses became two bedrooms for the boys. All furniture in the house is a testament to Jim's ability to rebuild and refinish antiques and Rosemary's artistic talent. They made long trips to New England in Rosemary's father's truck, collecting the old pieces for their Seattle home

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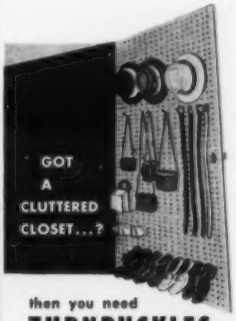

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HICKORY, NORTH CAROLINA

Breakfast [Continued from page 141]

ANADAMA BREAD

[Continued from page 141]

- Stir in remaining flour and blend.
- Spread batter evenly in a greased 9-x-5-x-3-inch loaf pan.
- Let rise in a warm place, free from draft, until batter rises almost to top of pan: 1½ hours.
- Brush top with butter, sprinkle with a little corn meal and salt.
- Bake at 375°F. about 50 minutes.
- Yield: 1 loaf.

CINNAMON-SOUR-CREAM ROLLS

[Continued from page 142]

- Stir in sugar, salt and shortening. Let cool to lukewarm.
- Measure warm, not hot, water and pour into large mixing bowl along with 1 tablespoon sugar.
- Sprinkle yeast over water and sugar and stir until dissolved.
- Add lukewarm milk mixture and eggs to yeast.
- Stir in half the flour and beat until smooth.
- Add remaining flour or enough to make soft dough; blend well.
- Turn dough out on a lightly floured board or pastry cloth and knead 8 or 10 minutes or until dough is smooth and satiny, springy and elastic. (It should not stick to board.)
- Place dough in greased bowl and brush the top lightly with melted shortening.
- Cover with cloth and let rise in a warm place, free from draft, until double in bulk: 1¼ hours.
- Punch down dough, turn sides into center and turn out on board.
- Roll into an oblong shape 14 x 9 inches.
- Brush with melted butter.
- Combine brown sugar, cinnamon and raisins and sprinkle this mixture on dough.
- Roll dough in a jelly-roll fashion to make a roll 9 inches long.
- Seal edge of dough firmly. Cut into ¾ to 1 inch slices.
- Cream brown sugar with butter.
- Spread sugar-butter mixture on bottom of a well-greased 8- or 9-inch square baking pan.
- Arrange cinnamon roll slices on top of sugar-butter mixture.
- Combine honey and sour cream. Pour over cinnamon rolls.
- Cover and let rise in a warm place until doubled in bulk, about 30 minutes to 1 hour.
- Bake at 350°F. for about 30 minutes.
- Yield: 9 to 12 rolls.

WALNUT CARAMEL BUNS

[Continued from page 143]

- Add about half the flour and beat until smooth.
- Stir in remaining flour to make a soft dough.
- Turn out on a floured board or pastry cloth and knead until smooth and elastic.
- Place in a greased bowl and brush top with soft shortening.
- Cover and let rise in a warm place, free from draft, until double in bulk—about 1 hour.
- Punch dough down and turn out on a lightly floured board.
- Roll into an oblong shape about 14 x 9 inches.
- Brush with melted butter and sprinkle with sugar mixed with cinnamon.
- Roll dough in a jelly-roll fashion to make a roll 9 inches long.
- Seal edge of dough firmly. Cut into 9 equal pieces.
- Cream butter and brown sugar together and blend in light corn sirup.
- Spread sirup mixture on the bottom and sides of an iron skillet, approximately 8 to 9 inches in diameter.
- Arrange walnut halves over the sirup mixture.
- Arrange slices of dough in skillet on top of walnuts and sirup mixture.
- Cover and let rise in a warm place until double in bulk, about 30 minutes to 1 hour.
- Bake at 375°F. for 30 minutes.
- Yield: 9 buns.

CALAS

[Continued from page 143]

- Cool and mash rice.
- Measure warm, not hot, water into a cup and sprinkle yeast over it. Stir until dissolved.
- Combine yeast with rice and let stand overnight in a warm place.
- Stir in eggs, then flour, sugar, salt and nutmeg. Beat well.
- Let rise in a warm place, about 15 minutes. Stir down.
- Drop by tablespoons into deep, hot fat (370°F.) and fry until golden, turning only once, for a total of 3 minutes.
- Drain and sprinkle with confectioners' sugar. Serve hot.
- (If batter does not hold together when dropped into fat, add a little more flour for a slightly thicker batter.)
- If desired, serve with warm maple-blended sirup.
- Yield: 1½ to 2 dozen.

Pride of ownership

[Continued from page 154]

BUILDING DATA

DESIGNER: JAMES E. VANDERBOSCH

BUILDER: PLACE & CO., INC.

Foundation	reinforced concrete	Universal Atlas Cement Co.
insulation	*Styrofoam*	The Dow Chemical Co.
wood preservatives	*Woodlife*	Protection Products Mfg. Co.
Floors		
kitchen	*Excelon* tile	Armstrong Cork Co.
baths	*Excelon* tile	Armstrong Cork Co.
laundry	*Excelon* tile	Armstrong Cork Co.
other	asphalt tile	Armstrong Cork Co.
Exterior walls		
insulation	*Fiberglas*	Owens-Corning Fiberglas Corp.
surfacing	redwood siding	Georgia-Pacific Corp.
Roof		
sheathing	plywood	Georgia-Pacific Corp.
insulation	*Fiberglas*	Owens-Corning Fiberglas Corp.
surfacing	asphalt shingles	The Philip Carey Mfg. Co.
Interior walls		
wallboard	*Bestwall*	Bestwall-Certain-teed Sales Corp.
baths	porcelain-on-aluminum tile	Vikon Tile Corp.
Ceiling		
acoustical family room	*Fiberglas Sonofaced*	Owens-Corning Fiberglas Corp.
bath	aluminum panels	Bakelite Co.
Paints & stains		
exterior wall		The O'Brien Corp.
exterior trim		The O'Brien Corp.
interior walls	Neo-fleck	U. S. Gypsum Co.
Doors		
exterior	*Truscon* steel	Republic Steel Corp.
hardware		Dexter Industries, Inc.
interior		Mohawk's Flush Doors, Inc.
hardware		Dexter Industries, Inc.
closet	*Graco Flakecorer*	Gray Products Co., Inc.
garage	*Berry* door	Steel Door Corp.
Windows	*Scenic View*	Place & Co., Inc.
framing	*Alcoa* aluminum	Aluminum Co. of America
fixed glass	*Twindow*	Pitts-burgh Plate Glass Co.
Electrical equipment		
panel board & fuse box		General Switch Co.
switching	*P & S*	Pass & Seymour, Inc.
radio-intercom	*NuTone*	NuTone, Inc.
lighting fixtures		Timely Lighting Prods., Inc. Stiffel Co.
Climate-conditioning		
cooling unit	*Airtemp*	Chrysler Corp.
heating unit	*Airtemp* (gas-fired)	Chrysler Corp.
supply ducts	glazed tile	American Vitrified Prods. Co.
registers		Standard Stamping & Perforating Co.
thermostat & controls		Minneapolis-Honeywell Regulator Co.
Plumbing fixtures		American-Standard
kitchen faucet	*Moen*	Moen Faucet

When you buy, build or remodel a house, be sure you know the brands of material used. They are the best protection for your total investment.

[Continued on page 166]

This versatile serving board can also double as a room divider ... from the *Cabriole* GROUP

Write Dept. L for illustrated folder

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HICKORY, NORTH CAROLINA

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JUMPING JUVENILE PROTECTION

"Jumping juvenile" could conveniently refer to the constant on-the-go movements of our children, but it also applies to a relatively new form of children's life-insurance protection with attractive estate-building features. It has been especially popular among young parents who wish to plan a sound financial program for their small children.

This unique insurance policy, available for youngsters ranging from the new-born infant to the fourteen-year-old adolescent, is written as permanent life insurance in $1,000 units with $5,000 being the usual limit on the amount purchasable. The plan, usually written as life insurance completely paid for at age 65, straight life or endowment maturing at age 65, is distinguished by its "jumping" feature which results in the face amount of the policy increasing five times that amount when the insured child reaches 21, at no added premium and without a medical examination or other requirement.

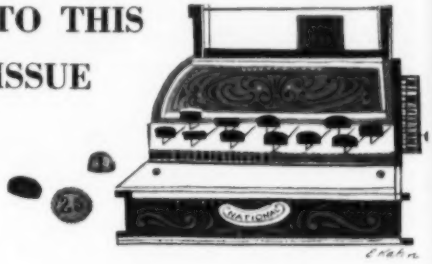
Currently, this policy represents a substantial proportion of the juvenile life insurance purchased. The young policyholder, in addition to having his future insurability assured, will have at age 21 a cash reserve in his policy, which also serves as a substantial base upon which to build a personal life-insurance program on his own.

To see how this "jumping juvenile" plan works, let's check on the program arranged for young Billy Jones, age five, whose parents have recently purchased such a policy. Bill, Sr. was certain first of all that his own life-insurance program was adequate and to purchase "jumping juvenile" insurance on young Billy, he was not using premium dollars that might be needed for full family protection.

The Jumping Juvenile plan taken out on Billy, Jr. was for a single unit of $1,000 of life insurance paid up at age 65. The premium, determined by Billy's current age, will remain constant throughout the life of the policy and will amount to about $52 annually. The estimated yearly dividend (or premium refund) will amount to approximately $10, lowering the annual net cost to around $42.

[Continued on page 168]

YOUR GUIDE TO THIS ISSUE



The following items appear in special features in this issue. ALL THE PRICES QUOTED ARE APPROXIMATE AND SUBJECT TO CHANGE.

RUGGED INDIVIDUALISM BUILDS AN INDEPENDENCE HALL

Pages	
108-119	
109	Star lighting fixture—**Fred Leighton.**
110	*Moses Basket*, $89.00; *Elephant* chairs (each), $35.00—**Calif-Asia.**
111	Cocktail table, $126.00; stool, $84.00—**Georg Jensen.** *Curly Cue* wool carpet (per sq. yd.), $17.50; *Domain* wool carpet (per sq. yd.), $18.50 (strips)—**Magee.**
114	*Stained Glass* printed sport duck fabric (per yd.), $1.29—**Wellington Sears.**
117	Pillows—**Lazyback.** Pitcher & bowl—**Blenko Glass.** Salad bowl—**Barbara Lewin.**
118	*Pleasant View* carpet of *Acrilan* (per sq. yd.), $10.95—**Magee.**

Pride of ownership [Continued from page 165]

Bathroom		
medicine cabinet		Williams Products
toilet seat	*Church*	C. F. Church
shower fitting		Fiat Metal Mfg. Co.
shower, arm-type		Milwaukee Brass Co.
shower enclosure	*Beauti-Dor*	Beauti-Dor, Inc.
vent fan		Williams Products
Water heater	gas	American-Standard
Kitchen equipment		
built-in oven		Tennessee Stove Works
cook-top		Tennessee Stove Works
refrigerator	*RCA Whirlpool*, gas	Whirlpool Corp.
hood & fan	*Lau*	The Lau Blower Co.
garbage disposer	*In-Sink-Erator*	In-Sink-Erator Mfg. Co.
cabinets	custom-built	
door & drawer fronts	*FibeResin*	FibeResin Plastics Co.
drawers	plastic	Amos Thompson Mfg. Co.
counter tops	*FibeResin*	FibeResin Plastics Co.
Laundry equipment		
washer	*RCA Whirlpool*	Whirlpool Corp.
dryer	*RCA Whirlpool*	Whirlpool Corp.

Belgian linen draperies—**Far Eastern Fabrics.**
Kinderhook roller printed wallpaper (per roll), $3.30—**Galligan-Owen.**

119 Plastic chair with rockers, $89.00—**Herman Miller.**
Polar Bear rug of *Acrilan & Dynel*, $19.75—**Princeton.**

TWELVE ROOMS—ALL SIGNERS OF THE DECORATION OF INDEPENDENCE

Pages 122-130

122 Armless chair, $104.00; ottoman, $51.00; sofa, $292.00; chair, $151.00; step table, $90.00; folding table, $35.00; *Leisure Center*, $899.00—**Drexel.**

The Nassau television set, $129.95—**R. C. A.**

Wunda Royal carpet of Du Pont Carpet Nylon (per sq. yd.), $29.95—**Wunda Weve.**

Trilogy Jacquard fabric with nylon face (sofa, per yd.), $15.50; *Trilogy* cloth (armless chair, ottoman, per yd.), $15.50; *Intaglio* damask (wing chair, per yd.), $16.00; *Garrett* rayon, cotton & *Dacron* casement (per yd.), $3.90—**Greeff.**

Oriental Gold nylon & rayon drapery fabric—**S. M. Hexter.**

Wallpaper (per roll), $11.50—**The Morgenthaler Co.**

123 Love seats (in muslin, each), $442.00; chairs (in muslin, each), $256.00; table, $298.00—**Cocheo of New York.** Cabinet, $220.00—**Henredon.**

Fleur de Matin carpet of Du Pont Carpet Nylon (per sq. yd.), $14.50—**Cabin Crafts**

Poppy Dacron sheer (Austrian blind, per yd.), $9.90—**Greeff.**

Wallpaper (per roll), $5.50—**Margaret Owen.**

124 Buffet, $179.00; deck, $155.00; desk, $159.00; chair, $43.00; chest, $105.00—**Drexel.**

Viscount cotton rug (6 x 9), $35.95—**Callaway.**

Mosaic clock—**Aida & Dan Whedon.**

125 Bed, $129.00; canopy frame, $25.00; night table, $39.00; room divider, $139.00 (*Unison* group)—**Cavalier.**

Kingsbeauty rayon carpet (per sq. yd.), $9.95—**Kingston.**

Mt. Vernon Stripe cotton fabric (per yd.), $2.10—**Waverly.**

Lamp—**Lightolier.**

Accessories—**Mitteldorfer Straus.**

126 Buffet, $198.00; table, $139.00; side chair (orange seat), $33.00; side chairs (each), $39.00; armchair, $51.00 (*Fascination* group); right arm sofa, left arm sofa (each), $148.30 (*Monterey* group)—**Heywood-Wakefield.**

Pouff rug of *Acrilan & Dynel* (6′ sq.), $65.00—**Princeton.**

Broken Stripe wallpaper (per roll), $6.90—**Herman Miller.**

Wall light fixture, accessories—**Raymor.**

127 Table, $149.50; buffet, $199.50; armchairs (each), $45.00; side chairs (each), $35.00; china (complete), $259.50—**Lane.**

Kelso wool carpet (per sq. yd.), $13.00—**Exclusive Carpets.**

Ombrè Stripe rayon & cotton fabric (per yd.), $5.00—**Cohn-Hall-Marx.**

128 Night tables (each), $29.50; double dresser, $129.00; chest, $74.00—**Baumritter.**

Black chair, $52.00—**Nichols & Stone.**

Headboards (each), $45.00—**Gallo Original Iron Works.**

Chair, $136.00; ottoman, $67.00—**Shaw.**

[Continued on page 168]

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Jumping juvenile protection

[Continued from page 166]

When Billy reaches his twenty-first birthday, his $1,000 of insurance automatically becomes a $5,000 policy. Until that time, the family is protected for the original face amount of the policy against expenses resulting from the untimely death of their child.

If Billy, at age 21, were to purchase the equivalent protection of his Jumping Juvenile policy, the annual premium outlay would be approximately $100, or more than twice the amount he will continue to pay on the plan provided for him by his parents.

Because of its low cost beyond age 21, Jumping Juvenile insurance requires a higher initial premium than other forms of juvenile insurance. However, it rapidly builds up higher cash values, and policy loan features make it a welcome financial asset if funds are needed to partly meet the cost of Billy's college education. At age eighteen, a critical age from the financial viewpoint as most parents recognize, Billy's $1,000 policy will have accumulated a cash value of approximately $600.

The death or permanent disability of Bill, Sr. and its toll on family finances might mean the lapse of Billy's policy for nonpayment of premiums if it were not for the vital "payor agreement" clause in the policy contract. Although this clause is optional, the life insurance companies strongly suggest its inclusion. For the slight additional cost of less than $7 annually, based on Bill, Sr.'s good health and comparatively young age of 35, all premiums due on the policy up to Billy's twenty-first birthday are paid by the company if his father should die or become permanently disabled.

Commenting on "jumping juvenile" insurance, the Institute of Life Insurance observed that this estate-building program for young people is bound to have a significant influence on their future thrift habits. The parents of today have been in the most part personally responsible for the development of their own life-insurance estate. Their children, the life-insurance buyers of tomorrow, will have profited by their foresight and good example in giving them a substantial start toward financial security.

Your guide to this issue

[Continued from page 167]

Page 128
Dynasty carpet of Du Pont Carpet Nylon (per sq. yd.), $12.95—**Cabin Crafts.**
Marguerite cotton *Petaldown* fabric with *Everglaze* tested crease resistance (per yd.), $2.50—**Everfast.**
Candlestick lamps (each), $50.00—**Warren Kessler.**
Sofa, $299.50; desk chair, $115.00; ottoman, $119.50; chairs (each), $139.50—**Selig.**
Desk, $159.50; coffee tables (each), $39.95; end tables (each), $89.95—**Lane.**
Arreau wool & nylon carpet (per sq. yd.), $13.95—**Karastan.**
Caliph rayon & acetate fabric (per yd.), $4.00—**Cohn-Hall-Marx.**
Double Shaker lamp—**Westwood Industries.**
Lamps—**Wilmar.**

129
Bench, $59.00; desk, $119.00; dresser, $299.00; mirror, $77.00; bed, $160.00; night table, $105.00. (*Marblehead Cherry* group)—**Consider H. Willett.**
Chair, $106.00; tub chair, $103.00—**Shaw.**
Ticking wallpaper—**Thomas Strahan.**
Round and Round linen fabric (per yd.), $4.50—**Cohn-Hall-Marx.**
Eyelet polished cotton bedspread, $29.50—**Richard Loeb.**
Lamps on night tables (each), $25.00—**Wilmar.**
Lamp on dresser—**Warren Kessler.**
Coffee table, $119.00; table, $59.00; chest, $125.00; hutch top, $229.00; base, $263.00—**Consider H. Willett.**
Sofa, $383.00; wing chair, $156.00; tub chairs (each), $96.00; bench, $97.00—**Shaw.**
Mitchell Acrilan carpet (per sq. yd.), $12.95—**Cabin Crafts.**
Heath rayon & acetate fabric (per yd.), $4.00—**Cohn-Hall-Marx.**
Lamp on left table—**Warren Kessler.**
Lamp on right table—**Paul Hanson.**
Lamp-table—**Georgian Lighting Studios.**

130
Chair, $129.95; bench, $179.95; end table, $59.50; stool, $19.95—**Globe.**
Cape Cod braided cotton rug (6 x 9), $79.50—**Topton.**
Sunburst wool carpet (*Desert* collection, per sq. yd.), $27.50—**Karastan.**

READY-MADE AIDS FOR DECORATION

Pages 131-135

131
Table, $111.90; chair, $171.70; ottoman, $130.80 (*Cymbal* group)—**Troy Sunshade.**
Palacio rayon & Celanese acetate draperies (per pair), $7.98—**Cameo Curtains.**
Light fixtures—**Lightolier.**

132 A
Table, $179.00; chairs covered in *Naugahyde* (each), $69.00—**Globe.**
Rio rayon & Celanese acetate draperies (per pair), $12.98—**Desley.**

B
Bed, $139.00; canopy, $31.00; cabinet, $159.00; night table, $54.00 (*Napoli* group)—**Cavalier.**
Rayon & Celanese acetate drapery & bedspread fabric (per yd.), $2.79—**Tilbury.**
Bonita rayon & Celanese acetate bedspread (single), $34.95; *Merida* draperies (per pair), $16.98—**Grosby Products.**

C
Mantilla headboard, $120.00; tables (each), $21.00—**Molla.**
Riobamba cotton & Celanese *Celaire* rug (27" x 78"), $19.95; *Miramar Check* rayon & Celanese *Celaperm* bedspread (single), $22.50—**Cabin Crafts.**
Miramar Check rayon & *Celaperm* draperies (per pair), $12.00—**Mead and Montague.**

D Dresser base, $170.00; mirror, $44.00 (*Zebrano* group)—**American of Martinsville.**

Mitchell rug of *Acrilan* (per sq. yd.), $12.95—**Cabin Crafts.**

Malabar rayon, Celanese acetate draperies (per pair), $10.98—**D. N. & E. Walter.**

133 Cabinet, $199.00; night stand, $83.00—**Henredon.**

Dynasty nylon carpet (per sq. yd.), $12.95—**Cabin Crafts.**

Bolivar rayon & Celanese acetate draperies (per pair), $12.95; dust ruffle, $12.95; single coverlet, $19.95—**Scroll Products.**

134 Bed, $84.50; commode, $109.50; desk, $68.00; bench, $68.50—**Davis Cabinet.**

Langley acrylic rug (per sq. yd.), $12.95—**Cabin Crafts.**

Drake Celanese acetate & cotton draperies (per pair), $39.50; single bedspread, $37.50—**N. Sumergrade.**

Light fixture—**Lightolier.**

Sideboard, $395.00; armchair, $100.00—**Mt. Airy.**

Whitney carpet of *Acrilan* (per sq. yd.), $12.50—**Cabin Crafts.**

Mayan Scroll rayon & Celanese acetate draperies (per pair), $12.98—**Seneca Textile.**

135 Sofa, $249.00; chair, $119.00 (*Tiara* group)—**Kenmar.**

Cocktail table, $51.00; chair-side table, $51.00; commode, $51.00; china base (with top, not shown), $280.00 (*Tomo* group)—**American of Martinsville.**

Granada Motif rug of *Acrilan* (per sq. yd.), $13.95—**Firth.**

Casatile acetate fabric (per pair), $15.00—**Burlington House Fabrics.**

Lamps—**Lightolier.**

Coat of arms—**Rudolf Lesch.**

Accessories—**Mitteldorfer Straus.**

TWO VIEWS OF VERSATILITY: HIS AND HERS

Pages 144-147

144 Bed, $45.00; upper bookcase units (each), $45.00; cabinet, $87.50; chest, $87.50; desk, $39.95; chair, $25.00—**Baumritter.**

Stardom wool & nylon carpet (per sq. yd.), $10.95—**Alexander Smith.**

Cross Roads cotton *Satinia* with *Everglaze* tested crease resistance (per yd.), $1.79—**Everfast.**

Globe—**Plummer, Ltd.**

145 Top
Cane-door cabinet, $87.50; desk, $69.50; cabinet, $65.00; chair, $17.50.

Bottom
Chest, $89.00; bookcase, $59.95; desk, $49.95; bookcase, $39.95—**Baumritter.**

146 Bed, $75.00; cabinet, $79.50; desk, $62.50; chair, $35.00; apothecary chest, $84.50; chest, $79.50—**Baumritter.**

Cut Flowers cotton *Satinia* (per yd.), $1.79—**Everfast.**

Lamp—**Wilmar.**

147 Top
Apothecary chest, $84.50; shutter-door cabinet, $72.50; bookcase unit, $59.95.

Middle
Credenza, $115.00; desk, $59.50; shutter-door cabinet, $69.00; upper corner unit, $49.50; bookcase unit, $42.50.

Bottom
Dresser desk, $99.00; music cabinet, $69.95; upper unit, $49.95—**Baumritter.**

The Changing Status Symbol

We read an article recently about the changing status symbol in the American way of life. Time was when the first home on the block that boasted of inside plumbing increased its social standing in the community. By the time that early American plumbing had about gone the way of the horse and buggy, the automobile became the new symbol of status.

However, today it seems that there are so many Cadillacs, Lincolns and Chrysler Imperials in our driveways that once again a new symbol of social status is needed. Psychologists explain that the trend towards conformity has become so pronounced that monotony of living has set in. What Americans are searching for is a modest symbol of self-expression. We suggest that wallpaper fulfills the requirements. Unlike automobiles or the gray flannel suit, wallpaper permits wide latitude in individual expression. Its social status has long been de rigueur in the homes of affluent Europeans, and it has a wealth of tradition in this country.

Our point of view may be more widely shared than we suspect. Perhaps you have noted the increasing number of editorials on the wonderful ways of wallpaper. Then, too, sales evidence shows sharply increased purchases of our E-Z-DU* wallpaper. It may well be that E-Z-DU assists the creative urge of individuality. It comes ready-trimmed and pasted and is really easy to use as all you need to do is just cut, wet and hang. It is available in over 150 attractive designs and colors.

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 [Continued from page 161]

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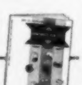

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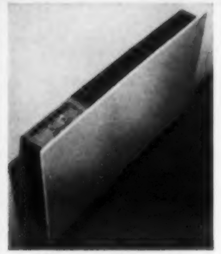

Heating-cooling unit

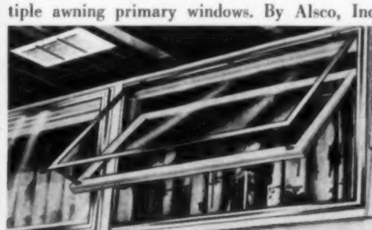
• Complete home heating and cooling at low cost and with economy of space is foreseen as a result of recently completed field tests of *Thermaline*, an electrical unit installed through the walls of new or existing homes. An improved heat pump, it climate-conditions the living areas within the home. It projects only 3½ inches. By General Electric.

• *Plastiglas* window shades of reinforced *Fiberglas* vinyl are tough, easily washed. Breneman-Hartshorn Inc.

Opens stuck jar and bottle caps

• Tired of battling with tight jar covers? Try *Gill Opener*, a neoprene rubber, cuplike gadget that really comes to grips with those stubborn jar covers. By W. L. Gill Co.

• Awning-type storm windows, with aluminum frame and operated from inside the house, cut winter fuel costs, modernize exterior appearance. No special opening alterations are needed. The storm windows cover and modernize single or multiple awning primary windows. By Alsco, Inc.


Awning-type storm windows

STORES IN YOUR VICINITY *featuring*

merchandise in this issue are listed for your convenience. Your shopping will be simplified if you identify the merchandise as having been shown in the October issue of LIVING For Young Homemakers.

The following stores are declaring their *Decoration of Independence:*

Alabama
Adam Glass & Co., Mobile

Arizona
Jacome's, Tucson

Arkansas
Blass, Little Rock

California
John Breuner Co., Berkeley
E. Gottschalk & Co., Fresno
Barker Bros., Los Angeles
and Southern California
John Breuner Co., Oakland
Holman's, Pacific Grove
John Breuner Co., Richmond
John Breuner Co., Sacramento
San Bruno Maple Shop,
San Bruno
Burnett's, San Diego
John Breuner Co.,
San Francisco
Hart's, San Jose
Leask's, Santa Cruz
John Breuner Co., Stockton
John Breuner Co., Vallejo
Ford's Dept. Store, Watsonville

Colorado
Home Furn. Co., Inc., & Home Furn. Colonial Shop,
Colorado Springs
Davis & Shaw Furn. Co., Denver

Connecticut
G. Fox & Co., Hartford
Edward Malley Co., New Haven

District of Columbia
Woodward & Lothrop

Florida
Cohen's, Jacksonville
Maas Bros., Inc., Lakeland
Burdine's, Miami
Maas Bros., Inc., St. Petersburg
Maas Bros., Inc., Sarasota
Maas Bros., Inc., Tampa and
Store For Homes

Georgia
C. C. Varnedoe & Co., Valdosta

Idaho
Sherm Perry Furn., Boise

Illinois
Carson, Pirie Scott & Co.,
Chicago
Downtown
Edens Plaza
Evergreen
Hillside
Woodmar

Indiana
Schear's, Evansville
L. S. Ayres & Co., Indianapolis
Glendale
Robertson's, South Bend

Iowa
The Killian Co., Cedar Rapids
M. L. Parker Co., Davenport
Younker Bros., Des Moines
Younker-Davidson's, Sioux City

Kansas
Innes, Wichita (A Macy Store)

Kentucky
Stewart's, Lexington
Stewart's, Louisville

Louisiana
D. H. Holmes Co., Ltd.,
Baton Rouge
Muller's, Lake Charles
D. H. Holmes Co., Ltd.,
New Orleans

Maryland
Stewart's, Baltimore

Massachusetts
Paine Furn. Co., Boston

Michigan
The J. L. Hudson Co., Detroit
Downtown
Eastland
Northland
Klingman's, Grand Rapids

Minnesota
Dayton's, Minneapolis
Downtown
Southdale
Dayton's, Rochester

Mississippi
Kennington's, Jackson

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Kansas City
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St. Louis
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Westroads

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Koos Bros., Parsippany
Koos Bros., Rahway
Koos Bros., Sea Girt

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The Halle Bros. Co., Cleveland
Downtown
Southland
Westgate
F. & R. Lazarus Co., Columbus
Rike-Kumler Co., Dayton

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Meier & Frank, Salem

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Rich's, Knoxville
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McClurkan's, Wichita Falls
Downtown
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